



National Park Service Cooperating Association *2004 Annual Report of Aid and Revenue*





(Cover) Calvin and Jolie participated in the Summer Art Explorers for children ages 6 – 12. The program is made possible by donations from the Weir Farm Trust. Young artists explore their own creativity and the environment through the discovery of the Weir Farm landscape .

(Above) Grand Canyon's Superintendent Joe Alston and Grand Canyon Association's Deputy Director Pam Frazier during the awards ceremony at Arts for Our Parks, a collaborative event developed in cooperation with the Grand Canyon School District.

National Park Service Cooperating Association

2004 Annual Report of Aid and Revenue

Washington Office
Washington DC

Produced by the Division of Interpretation & Education
National Park Service

U.S. Department of the Interior
Washington, DC

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Cooperating Association Program Summary

Cooperating Association activities became even more integral to National Park Service operations. Associations as a whole reported another successful year helping the NPS meet its interpretive and education mission.

Sixty-seven associations operated almost 1,000 outlets in 325 units of the National Park Service in fiscal year 2004.

The National Park Service (NPS) had standard cooperating association agreements with 67 nonprofit cooperating associations during FY2004. During the year, 62 agreements were extended for another five years, the Association for the Preservation of Virginia Antiquities came on board, and three associations: Central High Museum, Inc., Parks and History Association and Steamtown Museum Association, ceased operations as cooperating associations with Jefferson National Parks Association and Eastern National assuming operations. Manzanar History Association incorporated in 2003 but reported revenue and aid for the first time in 2004. When the dust settled, NPS ended the year with 64 cooperating association partners operating in over 1,000 outlets in 325 units of the NPS. The purpose of this report is to discuss both the quantitative and qualitative value of the cooperating association partnership. While most of the analysis is based on financial reporting—a quantifiable indicator, it must be kept in mind that these are mission-driven organizations. They not only enhance park visitor experience, but as evidenced, association activities are seen as critical to providing interpretive services as part of park operations.

Background

The NPS/cooperating association relationship began in 1923 with the founding of the Yosemite Association. In 1936, the Department of Interior in its Annual Report noted that cooperating associations are “helpful organization[s] able to finance and promote the education and research programs in a park in ways not open to a Government operation.” In 1937, Congress codified that assertion making appropriations available for field employees to work in concert with associations. They are private nonprofit organizations chartered by state governments. All NPS cooperating associations are 501(c)(3) organizations and must file the appropriate Internal Revenue Service Form 990 “Return of Organization Exempt from Income Tax”. A copy is sent to the Servicewide Cooperating Association Coordinator along with a narrative statement of activities and NPS Form 1040 “Statement of Aid and Revenue.” The Annual Report of Aid and Revenue is the result of those submissions.

Overview

Cooperating associations provided interpretive sales and services to visitors. Revenues from all sources totaled \$119,194,712 with associations returning \$28,725,840 to their National Park Service partners. The Aid to NPS was used for research, publications, training of NPS interpretive staff, sponsoring special events, Volunteers in Park recognition, Junior Ranger programs, park newspapers, calendars, free literature, for sale publications, equipment, supplies, and community outreach, just to name a very few areas.

Most notable, in this year’s reports, was the increasing frequency with which associations are leveraging park support by partnering with other entities such as concessioners, local community groups, schools, area businesses, non-NPS governmental agencies, volunteers, and philanthropic organizations and individuals. Big Bend Natural History Association and Forever Resorts cosponsored the first Big Bend Nature Festival to promote visitation to Big Bend National Park during the slow summer season. Western Maryland Interpretive Association persuaded the primary regional newspaper, the *Hagerstown Herald-Mail* to publish the first park newspapers for Antietam and Monocacy National Battlefield Parks. Golden Gate National Parks Conservancy secured \$6 million in public and private funding to improve the quality of park trails at Golden Gate National Recreation Area.

In addition to leveraging support, associations also showed business acumen increasing efficiencies by using donated funds to pay for interpretive staffing. Fifteen associations reported hiring Student Conservation Association (SCA) workers, interns, researchers, teachers, and other staff to conduct Junior Ranger programs, operate visitor center information desks, conduct tours, and teach environmental education programs to name a very few. The Fort Laramie Historical Association funded three summer interpreters working as costumed demonstrators (teachers from the local community) equaling 50% of the summer interpretive staff. The three demonstrators were able to sell \$200,000 of interpretive merchandise at the Enlisted Men’s Bar lever-

aging income to hire more demonstrators the following year as a donation to the park providing stability for interpretive service despite fluctuations in NPS staffing.

More than half of the associations reported decreased visitation to the parks they serve, but only one-third showed a decline in overall revenue from FY2003 indicating association managers are using tighter financial controls and better management of resources to get through difficult times. Despite a 6% decrease in visitation and a 29% reduction in hours of operation at the main visitor center of Lassen Volcanic National Park, Lassen Loomis Museum Association experienced a 19% increase in revenue. Despite a 9% drop in visitation, Great Smoky Mountains Association achieved a greater than 1% increase in revenue.

Devil's Tower Natural History Association and Mesa Verde Museum Association continued preparations for their parks' upcoming centen-

nial events while Point Reyes National Seashore Association celebrated 40 years of service to that park.

The annual Association of Partners for Public Lands (APPL) convention was held in St. Louis, MO with much of its success thanks to the support of the local cooperating association, Jefferson National Parks Association. At the convention, Director Fran Mainella presented the NPS Director's Award for Interpretive Media to the Alaska Natural History Association for *Glacier Bay National Park & Preserve Explorer Journal*, a free publication given to teens on cruise ships touring Glacier Bay. Nancy Murfin presented the 2004 James V. Murfin Award to designer Christina Watkins. Earnest work began on creating a new multi-agency Nonprofit Annual Report of Operations and Aid that can be used by cooperating associations and friends organizations. That work and the reissue of Directors Order 32 are on the agenda for 2005.

Cooperating Association Program Narratives

Each year, as part of National Park Service Cooperating Association reporting requirements, association managers submit a narrative statement highlighting the year's accomplishments, operations, and even obstacles. What follows are the FY 2004 programmatic highlights as reported by our long-standing partners.

Alaska Natural History Association

FY04 AID	FY04 Revenue
\$766,409	\$2,659,344

At Aniakchak National Monument and Preserve, Alaska Natural History Association produced a revised edition of *Puyulek Pu'irtuq! The People of the Volcanoes*.

At Denali National Park and Preserve, ANHA opened Murie Science and Learning Center as primary operating partner; completed new exhibits for the center, including a wolf articulation project with local school children; provided fee-based educational opportunities including seven field seminars and three teacher trainings and a three-week college field course; launched daily interpretive programs in the park monitoring wolf activity in the Igloo and Teklanika areas in conjunction with park scientists; distributed 200,000 tour

booklets generating \$160,000 for the new Murie Center; sponsored the 4th Annual Winter Festival to encourage winter use; produced Winter and Summer issues of park visitor guide, *Alpenglow* with 180,000 copies distributed; solicited and received sponsorship contributions for the summer visitor guide; partnered to develop the new visitor center film with extended material for a new sales item; funded equipment to facilitate wildlife observation and distance learning; and launched development of a film on climbing Mt. McKinley.

ANHA produced Glacier Bay National Park and Preserve visitor guide, *Fairweather*, solicited and received sponsorship contributions for the summer visitor guide, and released *Beneath the Reflections* film on DVD.

ANHA produced Katmai National Park visitor guide, *Novarupta* and relaunched Griggs visitor center exhibit project with new funding.

ANHA produced Kenai Fjords National Park's visitor guide, *Nunatuk*; released a new book on Kenai Fjords as the first in a new Alaska National Parks series; released a new trail guide book on the Kenai Peninsula including the Harding Icefield trail; produced Junior Ranger and education booklets; and opened a new sales outlet within the recently completed Exit Glacier Nature Center.

A manuscript was developed for new book in the Alaska National Parks series for Klondike Gold Rush National Historical Park. A new logo was designed for Lake Clark National Park and Preserve. And a major documentary film project was launched covering Gates of the Arctic and the concept of wilderness as "homeland."

Sitka National Historical Park and Western Arctic Parklands saw support for community involvement activities and park education outreach programs.

ANHA produced the visitor guide, *K'elt'aeni* for Wrangell-St. Elias National Park and Preserve and supported community activities involving the park. The Yukon and Charley Rivers National Preserve interpretive program also received support.

For the Alaska Regional Office, ANHA produced two issues of the *Alaska Park Science Journal*, the Alaska Region's annual report, and separate visitor guides for six Alaska national parks. ANHA delivered a Russian language brochure on Alaska National Parklands, developed a brochure for the Alaska Region Rivers Trails and Conservation Assistance program, and participated in two partnership summits.

At the Alaska Public Lands Information Centers, ANHA completed new exhibits and signs for the APLIC in Fairbanks and refurbished and repaired damaged exhibits at the APLIC in Anchorage.

Arizona Memorial Museum Association

FY04 AID	FY04 Revenue
\$2,101,067	\$7,542,336

The Arizona Memorial Museum Association had another banner year exceeding FY2003 revenue by 9.4%. Most of this increase was realized in additional bookshop sales at the USS *Arizona* Memorial as well as an entirely

new audio program at the USS *Arizona* Memorial Visitor Center. The bookstore at Kalaupapa National Historical Park was re-merchandised and sales are on the increase.

AMMA eagerly awaits the reopening of the Visitor Center at War in the Pacific National Historical Park on Guam which has been closed since a Super Typhoon struck the island on December 8, 2002. The new Visitor Center with greatly increased bookstore space should be open this summer.

In the works is the opening of the first visitor center and bookstore at American Memorial Park on Saipan. Most of the visitors are Japanese and AMMA is targeting interpretative and educational materials.

In June AMMA was a primary funder of events on Saipan and Tinian honoring the 60th Anniversary of the battles for these two islands during WWII in the Pacific. With the NPS, AMMA funded a three-day conference on Saipan which brought historians, surviving marines, sailors, soldiers and aviators back to the island of Saipan to tell the story of that battle. Their recounting of that battle was supplemented by the stories of the Chamorro and Carolinian peoples who resided there and survived the struggle.

Working with the Commonwealth of the Northern Mariana Island government, AMMA was able to assist in the return of the surviving crew of the Enola Gay. AMMA also funded many of the ceremonies and events on the island of Guam celebrating the 60th anniversary of the liberation of that island during World War II. These events lasted for an entire year.

At the USS *Arizona* Memorial, AMMA kicked off a new program, "Witness to History" linking video teleconference enabled schools with Pearl Harbor Survivors throughout the nation. In a cooperative effort with the US Navy and the NPS, the AMMA provided live video conference sessions with schools in the United States and Europe. Especially poignant was a session held with a Department of Defense School in Vicenza, Italy where many of the students had parents who were fighting in Iraq.

AMMA finalized a teacher's workbook about events leading up to and the attack on Pearl Harbor and the resulting American involvement in World War II. An additional supplement will be a DV-ROM to provide actual footage as well as additional educational materials for grades 5, 8 and 10. All of these prod-

ucts are being made available to interested schools and teachers at no charge.

With funding from AMMA, the NPS was able to begin cataloging of the 14th Naval District Photo Collection of thousands of images from the Pearl Harbor attack. AMMA continued to provide assistance to the NPS at the USS *Arizona* Memorial by hiring and paying salaries of assistants to the Historian, Curator and Theater Technicians.

AMMA is also involved in financial support of the regular dives on the USS *Arizona* by the NPS Dive Team to monitor the ship and remove debris from the decks accidentally or intentionally dropped by guests visiting the Memorial.

New and refurbished interpretive panels were funded. AMMA continued to work with NPS in funding maintenance and replacement of vital sound and projection systems parts in the theaters used by 1,500,000 visitors each year. AMMA also continued to fund, *Harbor Times* as well as the printing and distribution of the NPS press kits for the USS *Arizona* Memorial.

In cooperation with the NPS, AMMA helped develop a new ticketing system for the Center by creating tickets to be kept as an interpretative souvenir. Each ticket tells the story of an American who was in the attack on Pearl Harbor including airmen, sailors, marines, soldiers and civilians. Each ticket provides a picture of the named individual, their post on that day and a description/account of their experience of December 7, 1941. Tickets are verified upon boarding the Navy boats to the Memorial but are retained by the visitor. These same tickets will be packaged and made available for sale for those who would like to collect all of the images and stories.

Also significant is continued funding to print materials for speakers of languages other than English. Approximately 15% of the guests at this site speak other languages, predominantly Japanese, Mandarin Chinese, Korean, German, Spanish and French. Park interpretative materials are printed in 25 languages through funding from AMMA.

AMMA's fundraising program really got off the ground this year. Under the name Pearl Harbor Memorial Fund, funds are aggressively sought for the construction of a new Visitor Center at the USS *Arizona* Memorial. A combined fundraising effort of \$34,000,000 has been taken on by the association.

Association for the Preservation of Virginia Antiquities

FY04 AID	FY04 Revenue
\$19,085	\$170,435

Association for the Preservation of Virginia Antiquities Preservation Virginia has been in partnership with Colonial National Historical Park for more than seventy years at Historic Jamestowne. APVA began operation of the Museum Store at Historic Jamestowne's temporary Visitor Information Station on July 3rd 2004. APVA operates a second museum store



Children get hands on experience at Archaeology Day using dig boxes. Activities were overseen by Association for the Preservation of Virginia Antiquities volunteers and staff.

at Historic Jamestowne at its Dale House location on the James River that opened in November of 2003. All proceeds from both stores go to funding programs at Historic Jamestowne.

In the first 6 months, Historic Jamestowne hosted 148,477 visitors at the front gate. The volunteers at the Visitor Center counted approximately 93,000 people who came into the Visitor Information Station. Combined sales over that period were \$170,000 with almost \$84,000 generated at the Visitor Information Station. APVA is working to expand product lines and develop unique educational and interpretive products for Jamestown. Reproductions of several artifacts found at Jamestown have been produced as well as silver charms inspired by the archaeological finds.

At Historic Jamestowne, the APVA owns approximately 22 acres and has worked cooperatively with the NPS since the 1930s to preserve, promote and interpret the first permanent English settlement in North America. APVA's Jamestown Rediscovery® Archaeological project is stimulating worldwide interest in the new research surrounding the early seventeenth century colony. In 1999, APVA and NPS cosponsored master planning for a long-term plan for the interpretation and preservation of the whole of Historic Jamestowne. Extensive planning is underway for interpretive and

building projects to provide visitors with a seamless visitor experience that draws from the unique and genuine nature of the resource.

In 2004 APVA published *Jamestown Rediscovery 1994-2004*, a summary of the first ten years of the ongoing archaeological research at Historic Jamestowne and broke ground on an Archaearium to be completed in the spring of 2006. This will be a state of the art, exhibit facility that will allow visitors to participate in the exhibits of the recent archaeological finds.

Jamestown Day was funded 50% by the APVA which planned the commemorative part of the day's programs, and provided staffing and volunteers for the event. Nearly 75% of Archaeology Day programming, including a very popular dig box activity, was planned and carried out by APVA staff and volunteers. All field archaeologists were on hand for both week-end events. Both student and adult tours are available year round and on weekends with APVA staffing.

APVA created and maintains the Historic Jamestowne website (www.historicjamestowne.org) which provides a wealth of information including visitor information, local tourism, archaeological updates, a history of the Jamestown colony, interactive educational exercises for students and downloadable lesson plans for teachers.

Badlands Natural History Association

FY04 AID	FY04 Revenue
\$81,556	\$368,423

Badlands Natural History Association provided staffing at the park's main visitor center, from May through September, contacting approximately 215,000 visitors through information desk contacts. Without BNHA support, it is estimated that 32,000 fewer visitors would have been contacted due to reduced visitor center hours.

BNHA prepared and presented five Junior Ranger Programs to support interpretive services and was filmed for local TV to promote the park's Junior Ranger activities. Over the summer, BNHA funded three internships and three volunteer positions in the Division of Resource Education. These six individuals provided 63% of all interpretive programs and roving contacts for the park during the summer. The individuals contributed over 3000 hours to the park's volunteer program. Additionally, BNHA funded a spring volunteer, Charles Cattell, a retired college professor in geology. He presented special Geology Walks

on Sundays in the spring, developed a Field Camp Guide to the park's geology, developed a training manual on geology for new park employees, and staffed the park visitor center.

BNHA provided the funds to produce 300,000 copies of the *Prairie Preamble*, the park's activity guide and newspaper. This year, the *Preamble* was full color, 12 pages in length, and included articles about all wildlife management issues, air quality, paleontology, wilderness, and Minuteman Missile National Historic Site.

BNHA funded two education outreach internships. Ryan Thomas and Becky Low presented Badlands in Your Classroom programs, based on the National Science Standards and the South Dakota Standards for Learning, to 3200 area school children in fall and spring, 2004.

Park Clean Up Day was conducted in concert with the Interior Elementary School. BNHA provided safety/resource management t-shirts for 100 students to wear while providing support for park staff on this day.

Three artists-in-residence were funded by BNHA. Using BNHA dollars, the park hosted a workshop for the Cedar Pass Area Cultural Landscape Report, an open house for the Badlands Scenic Byway, and provided support for the planning efforts for a rehabilitated Ben Reifel Visitor Center, new exhibits, and a new park film.

In October, 2003, the park hosted the entire education staff of its sister park in Hungary, Hortobagy National Park. Three Hungarian naturalists spent eight days with Badlands National Park staff, learning about the park's resource management efforts, exhibit and visitor center planning process, attending the Black Hills Wacipi (Pow Wow), and being hosted by interpretive staff at Mount Rushmore, Custer State Park, and Wind Cave National Park. BNHA funds covered the cost of their meals and housing during their visit to Badlands National Park.

BNHA provided funds to produce a new map and guide to Pine Ridge Indian Reservation, produced by State Publishing for the Pine Ridge Reservation Chamber of Commerce. 12,000 copies of the map and guide are now available to visitors to South Dakota from the Chamber of Commerce.

Funds were used to provide support for the

reintroduction of the swift fox and paleontological research in the park.

Big Bend Natural History Association

FY04 AID	FY04 Revenue
\$64,890	\$306,136

Big Bend Natural History Association experienced a little better year than the previous one. Overall sales increased by 8%, and the association had a net gain of \$1,174 from FY2003. In August, BBNHA sponsored the First Annual Big Bend Nature Festival, in collaboration with the NPS and Forever Resorts to promote visitation to the park during the slow summer season. The festival had 51 participants and provided net income of \$2,066. Interpretative field trips and jeep tours, afternoon lectures, an evening star party, silent auction and closing banquet kept participants busy throughout the event. Other area businesses and Forever Resorts showed increased revenues as a direct result of the festival.

The Second Annual Big Bend Nature Festival will be August 11-15, 2005, and is the first stage of a 10-day area-wide event. The second stage will be headquartered in the gateway community of Marathon featuring "Living with Nature", August 15-17, and the final segment will be the Davis Mountains Hummingbird Festival, August 18-20.

BBNHA coordinated a visit to the Maderas del Carmens in Mexico for group of 18 interested, influential people to see the work that is being done there to protect the area and to discuss potential areas of mutual interest.

A new bookstore was opened in the new Castolon Historic District visitor contact station and plans for the bookstore expansion at Panther Junction have been solidified, with construction slated to begin this summer.

Black Hills Parks and Forests Association

FY04 AID	FY04 Revenue
\$29,505	\$240,839

During 2004, Black Hills Parks & Forests Association operated sales outlets at twelve locations in partnership with the Jewel Cave National Monument, Wind Cave National Park, the Black Hills National Forest, the Buffalo Gap National Grasslands, and Custer State Park. One new outlet at the Bearlodge Ranger District of the National Forest was added.

At Wind Cave National Park, BHPFA printed the park newspaper, trail guides, and Junior Ranger materials. At Jewel Cave National Monument, BHPFA printed site bulletins and

Junior Ranger materials. BHPFA funded the cave management interns at Jewel Cave, and funded interpretive interns along with various interpretive equipment and supplies and research projects at both Wind Cave and Jewel Cave. BHPFA publishes site specific geology books about each park as well as posters, postcards, lapel pins, and patches. This past year, BHPFA introduced a sweatshirt for each park depicting the cave map on the back in response to the need by visitors to have warm clothing for the cold cave tours.

The association funded spring naturalist interns for Custer State Park resulting in the presentation of over 300 environmental education programs at area schools and purchased supplies and equipment in support of those programs. BHPFA assisted with publication of a new coffee table book about the park.

Bryce Canyon Natural History Association

FY04 AID	FY04 Revenue
\$228,072	\$1,353,337

Bryce Canyon Natural History Association enjoyed another successful year in providing support to its agency partners. Since 1930, nearly four million dollars have been donated to Bryce Canyon National Park. BCNHA finished 2004 by setting another all-time revenue mark. Gross revenue from sales operations totaled \$1,320,497 representing a five percent increase over the previous year's totals. \$228,072 was contributed to support a variety of programs which included the free publications and junior ranger programs. Funding also continued for a full-time education outreach coordinator position.

2004 saw the first full-season of operations for the new multi-agency, High Plateaus Institute (HPI). Interpretive programs and workshops were conducted for local educators, students and visitors. Renovations were also completed on the historic administration building which will be the new home of the HPI in 2005.

In an ongoing partnership with the Utah Geological Association (UGA), BCNHA and UGA developed an informative geology-focused CD entitled: *Geologic Road, Trail and Lake Guides to Utah's Parks and Monuments*.

A Dollar Check-Off program was initiated with a gateway business, Ruby's Inn. Visitors staying at the Inn were provided an option to donate one dollar per night's stay on their lodging account. The program began in June and collected over \$33,000 to be used for park interpretive programs. 98 percent of lodging cus-

tomers chose to participate in the donation program. BCNHA continued to support higher education through scholarships to Southern Utah University and Weber State University.

Cabrillo National Monument Foundation

FY04 AID	FY04 Revenue
\$123,925	\$509,118

Cabrillo National Monument Foundation has supported Cabrillo National Monument for forty-eight years and donated \$1,643,357 in that time. The Board of Trustees and staff maintained the cooperative tradition by providing significant financial and nonfinancial aid to Cabrillo National Monument and the NPS through active participation in park programs and outreach activities.

CNMF continued to aid the park's Natural Resource Science Division contributing funding for research projects such as the Point Loma Macro-Invertebrate Identification, botanical surveys, larval tracking and bat inventory.

CNMF published, *Understanding the Life of Point Loma*, providing an overview of the coastal sage scrub ecosystem and nearshore marine environment of the Point Loma peninsula where Cabrillo National Monument is located. The book was launched at an event at the new Point Loma branch library and received excellent local reviews. The book is being used as the textbook at a local college and has seen high sales since it became available.

CNMF produced the first two park pins and patches in an ongoing series representing the resources of Cabrillo National Monument.

The Foundation's sales were even with last fiscal year with park visitation down 4.5%. As a result of decreased or static revenues for the last four years, attention was paid to other sources of income such as an annual campaign that was conducted for the fourth year and netted \$8,027 this fiscal year towards the revision of the Old Point Loma Lighthouse book. Grant writing was pursued for the first time this year and \$11,175 was received.

CNMF trustees and staff continued to work closely with NPS staff throughout the year on traditional activities including Whale Watch Weekend, the Old Point Loma Lighthouse anniversary, NPS birthday and Cabrillo National Monument anniversary. Support continued for reprinting of park brochures, books and supplies for the library, the volunteer program, and the educational programs associated with local schools that reach about 20,000 children.



The Canyonlands Natural History Association bookstore at Natural Bridges.

Funds also continued for the quarterly newsletter, *The Explorer*, circulated to members, park friends, neighbors and visitors.

Canyonlands Natural History Association

FY04 AID	FY04 Revenue
\$293,216	\$1,265,550

Canyonlands Natural History Association had another banner year in 2004. Sales were up, except the Arches store. The decrease, at this site, is due to a less visitor-friendly temporary facility. The loss of revenue was anticipated during construction. Even though visitation was slightly down, throughout the Southeast Utah Group System, CNHA was able to increase sales above last year's numbers. This was due to new products like T-shirts, playing cards, customized water bottles, a self-guided audio driving CD. As CNHA continued to respond to visitor requests for new product, the reward was increased sales. The balance between interpretive value and visitor preferences was achieved by working with NPS in designing products that satisfy everyone's needs.

CNHA anxiously awaits a new Arches National Park Visitor Center. New fixtures, displays, product, and a point-of-sale system are being purchased to prepare for increased visitation, creative interpretative moments and better customer service. CNHA has managed to cheerfully work through the design process. Thanks to Wayne Neilsen, the NPS project manager.

In the fall of 2004, a redesigned publication which showcased Hovenweep National Monument was introduced: "*The Towers of Hovenweep*". It featured new graphics and photographs augmenting the text of the late Ian Thompson. His scholarly works are a resource for many in the field of archeology. Increased sales are a sign that this was the right decision. Again success was through working in partnership with NPS.

This year CNHA installed a web cam. An effort was made to place this within the NPS boundaries, but logistics were not favorable. A Bureau of Land Management location was chosen. This live image has been a powerful tool in educating the public and fostering stewardship. The NPS, whose information is displayed prominently, will benefit directly from the web cam efforts.

Three NPS outlets received minor face-lifts this year in an effort to increase sales. At Hovenweep National Monument, Needles and Island in the Sky, Canyonlands districts, CNHA made an effort to redesign or reposition sales displays. All of those stores experienced an increase in sales, even with slight decreases in visitation. Looking to the 2005 season, CNHA anticipates a good year. The NPS partnership remains strong.

Capitol Reef Natural History Association

FY04 AID	FY04 REVENUE
\$94,376	\$467,461

Gross income for Capitol Reef Natural History Association was \$465,620, a 4% increase from FY2003. CRNHA provided \$94,376 in aid to the NPS for supplemental information desk and visitor center staffing, and for free publications and prepublication expenses related to development of new sales publications. It also provided support for several cultural interpretation special events, new books for the park library, purchased supplies and services to support the park's interpretation, educational outreach, volunteer programs and scientific research projects.

CRNHA employees continued to operate the historic Gifford Farmhouse. The house was open for its ninth season, serving as the focus for interpretation of Fruita's settlement history. CRNHA staff provided ongoing loom-weaving, rug braiding, wool spinning and quilting demonstrations. The interpretive exhibit panel for the Gifford House was installed in the fall of 2003 and was ready for visitors to enjoy when the House opened in April 2004. The exhibit is a touchstone to life in early Fruita with pic-

tures and recorded conversations.

CRNHA sponsored an Easter celebration at the Gifford house. The celebration was attended by over 300 visitors. Children and adults participated in games, an Easter Egg hunt, and enjoyed a display of early Easter baskets. Basket weaving, rag rug twining, wool spinning and weaving techniques were demonstrated by NPS and CRNHA staff.

A Spring Celebration/Open House sponsored by CRNHA was again held in May at the Gifford House. Nearly 200 visitors attended the celebration. Guests were entertained with cowboy poetry and old time country music and special pioneer craft demonstrations including several offered by CRNHA board members, such as a sheep wagon display and smoke house demonstration. That afternoon, CRNHA sponsored a dinner for participants, the park staff, CRNHA staff and board. Later that evening park visitors and guests were entertained by The Cinnamon Creek Folk Singers, a group created to preserve and promote national and state folk music heritage.

CRNHA also sponsored an Independence Day Commemoration on July 3rd. The celebration featured *Quilts of the Past*, *Quilt Show*, pioneer craft demonstrations and recollections of the traditions and necessities of quilting in rural Fruita in the early 1900's.

CRNHA worked with Dr. Tom Morris, a professor at Brigham Young University, to produce an auto touring guide to the natural, cultural, and geologic history of Capitol Reef. The guide was completed this January and is now for sale at the visitor center.

A new design and updated text is in the final stages for the *Dwellers of the Rainbow*, a book on the Fremont culture in the Capitol Reef Country. The original book was produced in 1988. It will be ready for sale in the spring 2005. This book will be a companion to the newly designed and reprinted *Red Rock Eden*, which was redesigned and reprinted in 2003.

The association again provided a scholarship for a college bound student. As in the previous years, the cooperating association was instrumental in the funding, planning and implementing Kid's Frontier Days, a series of programs and demonstrations on pioneer life for grade-school students.

Carlsbad Caverns-Guadalupe Mountains Association



Purchased by Carlsbad Caverns-Guadalupe Mountains Association in 2002, the new audio guide system has proven to be visitor friendly, easy to maintain, and an excellent educational tool for all ages of visitors who come to Carlsbad Caverns National Park.

FY04 AID	FY04 REVENUE
\$280,704	\$856,936

Since 1957 Carlsbad Caverns Guadalupe Mountains Association has continuously supported both Carlsbad Caverns and Guadalupe Mountains National Parks. CCGMA is proud to announce that in FY2004, historical donations to both parks has surpassed the \$3 million mark. Also, in FY2003 and FY2004 alone, CCGMA contributed over \$500,000 in donations to both parks.

One significant event for 2004 was a 20-month early payoff the balance of the audio guide equipment purchased in 2002. Despite the visitation decrease, the newly purchased audio guide system proved to be a great profit maker and provided the Cavern visitors with exceptional educational messages. The Audio Guide contains 60 minutes of educational messages in English and Spanish.

Another exciting event was the approval and start of a much-anticipated Guadalupe Mountains National Park video project. This video will feature the park, sometimes referred to as the "best kept secret" park of Texas, and will show how it offers many natural and educational elements such as geology, biological diversity, and human history, and the highest point in the State of Texas. A tentative completion date is set for the fall 2005, and will be a highlighted sales item.

During FY2004, both Carlsbad Caverns and Guadalupe Mountains National Parks used the association's donation toward many exciting projects. For example, Carlsbad Caverns dedicated most of the donation toward exhibit planning for a much-anticipated rehabilitation of the parks visitor center, which is scheduled to begin construction in 2006. Guadalupe Mountains National Park has continuously kept their VIP and SCA program successful by using the association's donation. It is noteworthy that both parks used association funding for outreach and education programs.

While visitation decrease is a service-wide problem, hand-in-hand and day-to-day cooperation between CCGMA and the NPS can be much credited for the association's financial success. By far our most significant occurrence for fiscal year 2004 is the cooperation between both national parks and CCGMA in enhancing a positive visitor experience.

Central High Museum, Inc.

FY04 AID	FY04 REVENUE
\$ 0	\$0

Ceased operation as a cooperating association in FY2004. No annual report submitted. FY2003 aid was \$2,029, revenue was \$47,360.

Colorado National Monument Association

FY04 AID	FY04 REVENUE
\$45,249	\$197,136

2004 was a milestone year for the Colorado National Monument Association. The CNMA celebrated its 40th anniversary on September 18, 2004, commissioned an anniversary logo for the event, and hosted an open house at the visitor center. September 18th was also Public Lands Day, and no entrance fees were charged for park visitors. CNMA board members visited with the public and provided information about the association and the surrounding public lands. CNMA members enjoyed an evening potluck dinner and were serenaded with Celtic music provided by the local group, Fifth Reel.

A second milestone was that the CNMA surpassed the half-million dollar mark in donations to the NPS. Since its inception, the CNMA has donated \$527,470 to Colorado National Monument. This year's donations to the monument topped \$45,167. Bookstore sales for 2004 were \$179,219.

The CNMA continued its popular Spring and Fall Walks and Talks Series. This year the CNMA offered 31 programs to a total of 654 participants. The programs covered a variety of topics including the geology, astronomy, photography, botany, and wildlife of Colorado National Monument.

The park saw the departure of superintendent Palma Wilson in May. On June 23, the CNMA assisted monument staff in hosting the installation ceremony and an open house at the Vvisitor center for new superintendent Bruce Noble. Approximately 60 attendees extended their welcome.

The park's interpretive staff oversaw the Trails and Rails program on Amtrak's *California Zephyr* line between Grand Junction and Denver. The CNMA provided funds to pay for writing the interpretive script that volunteers use as they deliver interpretive programs to the train's passengers. The CNMA also provided funds for some of the logistics of the program. Trails and Rails volunteers from both Grand Junction and Denver donated a total of 1,530 hours and presented 70 interpretive programs in the program's inaugural season.

As part of a research project, Colorado Na-



Adventurous hikers explore an arch in Colorado National Monument during Dr. Ralph Libby's program on arches and bridges.



Dr. Robert Young talks about geology with a program attendee in his presentation on the geology of Colorado National Monument.

tional Monument is adding a seismometer to measure the earth's movements. This station will provide data that will be used in triangulating data from the seismometer at Mesa State College in Grand Junction and a second station in the town of Palisade, east of Grand Junction. The seismometer will be buried in contact with the bedrock and will then provide data to a computer monitor located in the Visitor Center. This will be accompanied by a display explaining the process to the visitors.

The CNMA donated funds for the newly created Public Lands room at the Colorado State Welcome Center in Fruita. This is a joint project with the NPS, BLM, United States United States Forest Service, Colorado Division of Wildlife, and the Colorado State Parks. The CNMA donated funds for a monitor and a CD/DVD touch screen interactive information program created by Greg Mikolai of the local public television station to help visitors learn about local public lands.

The CNMA reprinted and updated its book, *The Rim of Time*, by Stephen Trimble, one of its most popular sales items. It published the 2005 Colorado National Monument calendar featuring images from local photographers, and various free publications distributed in the monument Visitor Center.

Crater Lake Natural History Association

FY04 AID	FY04 REVENUE
\$56,828	\$369,087

Crater Lake Natural History Association, Inc. was established in 1942 to provide assistance to the interpretive programs and research projects of Crater Lake National Park and Oregon Caves National Monument.

Gross sales were down 2.67% over last year. CLNHA had over 175 paid members. Laurie Pohll resigned as business manager and Vickie Grieve was hired to replace her. Marsha McCabe served as NPS coordinator for Crater Lake National Park and Roger Brandt served as NPS coordinator for Oregon Caves National Monument.

Dues for individual memberships were \$10 for 12 months and a family membership was \$15. Discounts of 15% were offered on all publications sold to CLNHA members and for members of other APPL cooperating associations.

Gross sales for FY04 totaled \$372,516 compared to \$382,500 for FY03. These figures included operations at 5 outlets: Crater Lake National Park (2 stores), Oregon Caves Na-

tional Monument, Illinois Valley Visitor Center in Cave Junction, Oregon and Great Basin Visitor Center in Klamath Falls, Oregon. The NPS operated the information desk at Crater Lake headquarters from November through April and the association hired sales clerks to operate sales outlets from May through October. Both parks staff their visitor centers all season. Illinois Valley Visitor Center was staffed by a multi-agency year round and Klamath Falls outlet was staffed by the Great Basin Visitor Center.

Donations to NPS totaled \$28,375 to support interpretive and research programs. An additional \$25,507 was allocated for information assistance provided by CLNHA personnel and another \$1,500 paid for prepublication expenses. Both Crater Lake National Park and Oregon Caves National Park.

Craters of the Moon Natural History Association

FY04 AID	FY04 REVENUE
\$39,751	\$182,267

The visitor center at Craters of the Moon was closed in late October for a complete remodel. A temporary visitor center and bookstore was established in one of the seasonal apartments, where Internet access was unavailable. CMNHA moved back into its offices the last week of April and is back to business as usual. Visitation to the park was up in 2004 (2.4%). Association sales did not increase. They did, however, remain fairly steady. Sales including the outlet at Hagerman Fossil Beds were \$182,267. Although CMNHA is still trying to recover from the general loss of sales revenue in recent years, the association was still able to help with many valuable projects.

In partnership with the NPS, CMNHA donated \$3,000 outright for projects, and an additional \$32,746 in information assistance.

CMNHA was able to provide the park visitor with a Park Information and Event Schedule. Funds were used to purchase media support and film for the Interpretive Division, resource materials for the Resource Management Division, and library books, magazine subscriptions and professional memberships for other NPS employees.

Death Valley Natural History Association

FY04 AID	FY04 REVENUE
\$63,264	\$824,011

Gross revenue for FY2004 was \$824,011 vs. \$798,724, a 3% increase. Visitation to the Park Visitor Center dropped 4.36% and it was forecasted that visitation on whole was down 15%.

Death Valley Natural History Association celebrated its 50th Anniversary, along with donating its two millionth dollar in Aid to the Park.

On May 21st a wind storm closed the sales outlet at Stovepipe Wells. In August, flash flooding caused a closure of the park for ten days.

DVNHA began planning for a number of events that will not occur until FY05 including the 10th Anniversary of Death Valley National Park and the 7th Death Valley Conference on History and Pre-History. Two new staff members were added to work on Membership and Special Events, bringing staff to five full time, one part time, and two seasonal. DVNHA continued its participation with the Death Valley Chamber of Commerce and the Death Valley 49'ers. The Association's membership increased by 128 new members.

100,000 Park Guides and 5,000 Castle Chronicles were printed and distributed free of charge to park visitors. Two Board Meetings were held during the fiscal year.

DVNHA provided \$39,213 in staff time to Death Valley NP. The association gave aid for free publications, administrative aid, and donations of inventory. DVNHA provided an intern to give living history programs at Scotty's Castle, this is the second year of this program; funded a taxonomic study of Death Valley Snails as part of the park's Aquatic Management Plan; worked with the Scotty's Castle staff to bring in four museum studies students to assist with a curatorial cleaning of Scotty's Castle; provided staff assistance to the Furnace Fan Flood Incident Command Team; continued to provide National Public Radio to Death Valley residents and visitors; and operated three store locations inside the park (Furnace Creek Visitor Center, Scotty's Castle, and Stovepipe Wells) and one outside of the park (Beatty Contact Station).

Devils Tower Natural History Association

FY04 AID	FY04 REVENUE
\$75,428	\$266,514

The summer of 2004 presented a number of challenges for the staff and board of directors. The long awaited and greatly anticipated remodel of the bookstore was finally reality. The staff closely monitored what visitors were really looking to purchase and tried very hard to make everything accessible. DTNHA will add eight or more new Centennial Logo items to the inventory for the 2005 and 2006 seasons. These will be special items, available only at the visitors center and surrounding local busi-

nesses. All the revenue generated from the sale of these items will go to the Centennial Committee to fund the events planned in 2006. The association sold a tee shirt this season for the Committee that was hugely successful. A dozen new items were added to the regular inventory. Tailgate Trivia and the national park scrapbooking kits were the most popular of the new items. The replica 50th anniversary postage stamp sold very well, also. Three books were added to the history and nature sections, but the biggest increase was in children's books and interpretative items.

DTNHA provided over \$46,000 in cash and \$16,000 in in-kind donations to the NPS in fiscal year 2004. The special program series cost \$12,000 and the two contract interpreters required \$12,000 in funding. A new project funded was an e-Field Trip of Devils Tower. This web-based program can be accessed by schools for information and a live chat with a ranger. Plans are to continue funding for next year. The balance of cash was spent on publications, equipment, and materials for community programs. The association also transferred \$20,000 to the Centennial Committee to provide funds for start up costs and inventory purchases and has committed another \$55,000 over the next two years. The DTNHA has the very enviable position of having cash reserves that make these contributions possible even though gross sales were down 13% from the previous year.

Eastern National

FY04 AID	FY04 REVENUE
\$6,356,825	\$26,830,680

Eastern National started the year with a tremendous centennial celebration at Wright Brothers. Despite challenging weather, the event went extremely well and the EN team brought in to support the event did a stellar job. Their cooperative spirit and positive approach ensured success.

The NPS honored EN in February by asking the association to start working with many of the parks in the National Capital Region. These sites were phased in over several months. Again, the EN transition teams brought in to assist in these operation start ups worked long hours and delivered wonderful service to partners and visitors.

Throughout the year, several existing sites added new outlets including Ribault clubhouse, Sandstone Visitor Center in New River, Corinth Interpretive Center, and the William Johnson House in Natchez. EN was



Superintendent JT Reynolds receives a check commemorating the two millionth dollar in aid to Death Valley National Park from Death Valley Natural History Association.

also asked to partner with Governor's Island in New York and Steamtown NHP and is delighted to be working with all of these new partners. This year, the EN staff has truly worked as a team, and has done an exceptional job in bringing on these new areas with grace and ease. Management is indebted to them for their dedication, determination and resiliency. Bringing in 34 new sites in one year was an aggressive plan that taxed resources.

A superintendent's Partnership meeting was hosted in spring, and brought together almost 60 partners. For EN to continue a high level of support in these changing times, it is important that park superintendents understand how EN's community of parks is based on the sharing philosophy. To keep administrative overhead as low as possible, EN reorganized the IT department to better meet needs. The association moved forward with the implementation of a new Point of Sales system, launched a new replenishment program, and developed a plan to ensure regular upgrades and replacements of workstations and reliable data and backup procedures and software. Keeping up with technology, both the hardware and software needs and compatibility grew faster than imagined. These investments now will ensure the ability to grow and anticipate and meet the needs of operations and partners.

EN established a Hurricane Relief Fund to assist those NPS and partner employees and volunteers impacted by hurricanes. Originally set up to assist victims of Ivan, the fund was expanded to include relief for all four major hurricanes experienced this year. EN received a wonderful response, and at the request of the NPS turned the fund over to the Employees and Alumni Association of the NPS for management to ensure there is no conflict of interest between EN and our partners, while still providing help to those in need.

The Jamestown Glasshouse was rebuilt this year after suffering significant damage from Hurricane Isabel in the fall of 2003. Thanks to the dedication and hard work of the glassblowers, the full operation is back with an improved facility. Once again, EN's staff stepped up to the challenge.

Park budgets continued to be tight, and partners were often making do with less. This significantly affected operations with reduced operating hours. Additionally, a seeming lack of consumer confidence coupled with the poor economy, the war, gas prices and continued threat of terrorism affected sales. EN had a

difficult year in meeting sales goals. It is going to take a while to get back on track.

EN could not meet its mission without the support and encouragement of park partners. Barbara Wadding of Fort Washington Park, Gib Backlund at Stones River, James Tomasek at Fort Necessity and Diana Bauman at De Soto were presented with Superior Performance Awards for 2004. Additionally, the Outer Banks Group received the Charles Marshall Award for their outstanding partnership effort with the first flight celebration. Managing a commemorative event of this size, keeping partners involved and engaged in the process and delivering a broad interpretive program for visitors was truly an amazing task.

EN welcomed two new board members this year, Marye Harley-Wells and George Lamb. Both bring outside experience to the board that will aid in future growth.

With approval of the strategic plan, EN reinforced its mission of service. Strengthening the relationship with the NPS, ensuring organizational capacity, fostering a productive workforce, and developing and expanding partnerships with public and private partners provides the guidance needed to strive for continued excellence. EN looks forward to delivering the best possible service to partners and visitors in the years ahead.

Florida National Parks & Monuments Association

FY04 AID	FY04 REVENUE
\$124,886	\$920,092

Florida National Parks & Monuments Association supported interpretive and educational programs at four South Florida national park sites from the revenue of seven retail locations. The association's support is critical in accomplishing the mission of the interpretive and educational team, which will help visitors to understand and appreciate the magnificent national parks of South Florida.

At Everglades National Park, FNPMA was able to support training and professional development for permanent employees, including travel to the regional office, conference registration for staff to attend a local Underground Railroad conference, web training for one employee, and support for an "Emerging Leaders" program for another. FNPMA supported an excellent training and orientation class for 30 seasonal employees, volunteers, concession interpreters, and other staff. Association funds were used to reprint several site bulletins including information on bicycling at Shark

EN established a Hurricane Relief Fund to assist those NPS and partner employees and volunteers impacted by hurricanes. Originally set up to assist victims of Ivan, the fund was expanded to include relief for all four major hurricanes experienced this year.

Valley in both English and Spanish. FAQs were created at Shark Valley for entrance station personnel to pass out reducing wait time at the fee booth, information about hiking in Flamingo and at Long Pine Key, and park fishing regulations. FNPMA funded the printing of the Florida Bay Newsletter along with upgrading and adding new books to all district libraries.

FNPMA furnished Junior Ranger badges to present to children who successfully completed educational activities about the park and funded development of educational packs for families to check out from the Shark Valley Visitor Center that would facilitate their experience while in the park. FNPMA replaced a TV/VCR unit at the Gulf Coast Visitor Center which will allow visitors to that facility to see films while in the park. Computer software was upgraded to enhance the parks desktop publishing abilities. During a year when Everglades' operational budget was severely cut, FNPMA funds paid for critically needed volunteer housing in all districts and furnished funds acknowledged the significant contributions park volunteers make to the park (30,000 hours) with a dinner and recognition of their individual efforts. FNPMA continued to support Everglades' 33-year-old curriculum-based education program by printing teacher and camping guides and supporting teacher workshops.

Last, but not least, FNPMA purchased canoes and equipment to build a fleet so that the NPS could offer fee-based programs at Gulf Coast, thus allowing the park to salvage some of their interpretive efforts despite continued loss of funds to support staff. FNPMA donations also supported the Superintendent's office; the Chief of Interpretation's office; and funded the yearly Christmas Bird Count.

FNPMA donations to Dry Tortugas National Park were used to purchase library furniture and durable, high quality shelving. With these items the park's valuable library and research materials could be properly maintained and utilized by staff and researchers. FNPMA also funded a new and exciting two-page publication called, "Making the Most of Your Visit." The high-quality bulletin included a detailed map and other useful information for park visitors. FNPMA funds also made it possible to produce two new site bulletins: (1) Camping and (2) Dry Tortugas Bird Checklist. Four additional outdoor benches were also purchased (identical to the FNPMA-funded benches in FY03). The benches help park staff expand the popular interpretive area that was

started last year. Finally, an assortment of FNPMA stock items was donated to the park including books for the park library, research materials, and volunteer incentives.

With FNPMA funding, Biscayne National Park was able to celebrate its 35th Anniversary of the NPS Founders Day. FNPMA printed interpretive materials such as Biscayne's Activity Calendars and Lobster brochures. FNPMA provided complimentary copies of *Biscayne National Park: The Story Behind the Scenery* to VIPs, dignitaries and members of the media and educators. FNPMA launched Teacher Appreciation Month by providing educators with discounts on purchases made during the month of August. The Association advanced Biscayne's resource protection through a Boater Education campaign by funding several marine-related special events and shows throughout the year. This enabled the park to interact directly with the park's largest user group—local recreational boaters—and to provide them with critical park messages. Donated year-end surplus funds were used as matching funds for the park's special events and outreach programs that serve to provide programs and services to the public that otherwise Biscayne National Park would not be able to offer.

FNPMA aid at Big Cypress National Preserve supported Teachers Workshops for the Swamp Water and Me Program (SWAMP) offered to 6th grade students and accommodated every class within Collier County. More than 5,000 students, teachers and parent/chaperones attended. Funds from the association were used to reprint the German translation of the Big Cypress visitors map and guide. Over the years funds from FNPMA helped translate and print the map in French, German and Spanish. Staff members of the preserve were able to attend the interpreter's conference in Michigan and the Environmental Educators of Florida's annual conference. Subscription and library support enabled Big Cypress to maintain membership in the NAI and to build the research library that supports all of the staff reference resource needs.

Funds to the Superintendent provided gifts and refreshments for representatives from Laguna Del Tigre National Park, the preserve's "Sister Park" in Guatemala. Funds were also used to support two visits by the National Park Director, and a TelNet "Gateway Community" presentation, to which several local community leaders were invited. Other FNPMA funded projects included purchasing

film for photography used in locally produced publications and exhibits, purchasing Junior Ranger badges for the popular new Junior Ranger Program, and purchasing exhibit and visitor planning books that will be helpful in the redesign of the Oasis Visitor Center and the new preserve visitor center that will be constructed over the next fiscal year.

In addition to the support to individual parks, FNPMA published 85,000 copies of a full-color South Florida Parks Trip Planner. All four South Florida Parks were represented in this 20-page publication. This newspaper was distributed at visitor centers, entrance stations, off-site programs and to visitors requesting mailed information on the parks.

Fort Clatsop Historical Association

FY04 AID	FY04 REVENUE
\$130,051	\$512,569

Fort Clatsop Historical Association enjoyed an extremely busy and profitable year. In preparation for the Bicentennial of the Lewis and Clark Expedition, a major remodeling of the bookstore space and other areas of the visitor center was undertaken.

Gross income for FCHA was up 28% over last year while visitation to the park was down slightly. FCHA donated over \$130,000 to the park in staff support; educational materials and workshops; special park publications and events; costumed demonstration supplies and the redesign of the sales area.

FCHA sold 30 acres of land abutting the north boundary of Fort Clatsop and granted an easement to the NPS for the 60 acres owned south of the park. The NPS then built a shuttle stop/parking area on the site with future plans for a picnic area and canoe/kayak launch with an eye toward an eventual purchase.

Sandy Reinebach remained the association's Business Manager and worked in accordance with the directives of the Board of Directors. More staff was hired. Debbie Wilson had the lead in inventory management, displaying merchandise, and was in charge of mail order and the website. With a background in print media, Rachel Reynolds will be the lead in developing new sales items, run the membership program, and write the quarterly newsletter.

The new store has a large glass display case so local native crafts can be shown. FCHA is working closely with the Clatsop-Nehalem tribe and other native artists to have a place where they can sell/show their crafts.

In May, the park hosted the United States Postal Service in unveiling the new Lewis and Clark stamps. FCHA sold a special commemorative envelope for the event.

Support to the park was up dramatically this year mostly as a result of the remodel project which also included the staff work areas. It all turned out very well and is much more useful for everyone.

In addition to the reported Aid, the association granted the NPS an easement to use the Netul Landing property on which to build their shuttle area. FCHA has also pledged \$10,000 to be used in building the Fort to Sea Trail. The trail is being built between Fort Clatsop and the ocean similar to the direction Lewis and Clark and their men may have traveled. Many aspects of the trail have been donated to the park including all design and most of the actual building of the trail. FCHA's \$10,000 pledge can be used in matching grant funds. It is hoped that the trail will be finished in time for the Signature event of the Bicentennial which will be held November 11-14, 2005.

Fort Frederica Association

FY04 AID	FY04 REVENUE
\$6,402	\$48,309

During FY04 the Fort Frederica Association continued to provide support for interpretive programs, the Volunteer Recognition luncheon and the Archeological Education Program. In December the volunteer luncheon was held at the Royal Café. Almost 4,000 hours of volunteer services were given to Fort Frederica and the association provided a fitting way to honor them. The annual holiday open house was held in December and the FFA provided music (the Stewart Law Baroque Trio), refreshments and the materials needed to decorate the visitor center into a "Colonial Williamsburg" atmosphere. The biggest annual event sponsored by the FFA is the Fort Frederica Festival in February. Through FFA, the park is able to use paid advertisements that reach throughout the local community. FFA also provided lunch for the participants as well as supplies.

Throughout the year the FFA provided support approximating \$3,000 for the student archeological education program, completed by all 4th grade students in Glynn County.

Other projects completed with association help included purchasing plants to provide a protective screen to the property, so that

visitors could experience the site without visual and audible intrusions. FFA also provided the funding necessary to reprint the book *Frederica: Colonial Fort and Town*. This book served as the park's handbook and was a valuable tool to the visitors.

Fort Laramie Historical Association

FY04 AID	FY04 REVENUE
\$40,942	\$211,664

Fiscal year 2004 saw an increase in visitation at Fort Laramie Historical Association of 6% over the previous year. FLHA sales however saw a 1% decrease during that same time. FLHA continued to support its mission to 'advance the scientific, educational, historical and interpretive activities at Fort Laramie NHS for the benefit of our visitors' by using approximately 20% of gross receipts to fund activities and projects.

During 2004 the association helped to sponsor the Annual Memorial Day Observance, Military 155th Anniversary Open House, Frontier Fourth of July, the Wyoming Bat Festival, Moonlight Tour/Military Weekend, Fort Laramie History Symposium, Halloween Open House, Christmas Open House, school tours to over 4,200 students, and a total of 62 cannon demonstrations.

The most exciting event occurred when FLHA was contacted by Mary Ann Hart of New York who had in her possession an original order book from Company G, 4th Infantry dating back to the late 1860's. Using the Rymill Memorial Fund, FLHA was able to negotiate a price of \$1,000 and acquire the ledger for the park's museum collection. It was an exciting find and is currently being transcribed by one of FLHA's volunteers. The book was copied and preserved with funds from the NPS.

The association funded three summer interpreters which was 50% of the summer interpretive staff. The park lost one interpretive position but the staff rose to the challenge and managed to provide three interpretive talks and two guided tours each day. The challenge of putting together a five man crew to shoot the cannon became increasingly difficult; still they managed 62 demonstrations.

This past November, FLHA was saddened by the loss of long time board member, Lowell Fitch. Memorial funds in his honor have been earmarked to fund a student's employment in seasonal interpretation. Mr. Fitch first worked at Fort Laramie as an interpreter while attending law school at Colorado State University.

FLHA will be celebrating its 50th anniversary in 2007 and is making plans for a special celebration to commemorate this occasion. The charter members had dreams and visions for the "Outpost on the Plains" and the current board plans to carry on and honor them by growing and supporting FLHA's special place in the National Park System.

Fort Union Trading Post

FY04 AID	FY04 REVENUE
\$21,788	\$60,674

The Fort Union Association completed its 12th season of operation at Fort Union Trading Post National Historic Site. The partially reconstructed fur trade post commemorates 19th century commerce between American fur traders and Indian tribes of the upper Missouri. The site houses two association sales outlets: the bookstore in the visitor center located inside the Bourgeois House and the trade shop in the historic reconstruction of the Trade House. The trade shop offers more than 200 replica trade items documented from the clerk's ledgers of 1848-51. The Bourgeois House is open year around and the trade shop is staffed by an NPS interpreter in period dress from mid-May through September.

FUA aid to the park included \$4,496 for computer software maintenance, \$2,871 for computer hardware, \$5,719 in accounting fees, \$3,984 in publishing expenses and \$1,352 in library donations.

Interpretive projects funded included editing the Kurz Reprint: \$1,430; and copy and binding of the Innis Material: \$666. Another \$5,546 in funding was for period clothing and equipment; site Bulletins (four), Lewis & Clark Discovery Box, Fort Union Rack Cards, Fort Union Map & Guide, and the Tipi Brochure.

A \$1,300 grant was obtained from North Star Caviar to provide half of the cost of editing *The Journal of Rudolf Frederick Kurz*. This book, a primary source of information on Fort Union trading post, is now sold in the bookstore.

Net sales by the FUA were \$59,781. Of this, \$27,120 resulted from book sales, \$12,481 from trade goods, \$12,738 from theme related items, \$5,685 from music, prints, and postcards, and \$2,403 from convenience items. Visitation was 22,191 with a sales ratio of \$2.69/visitor. The 2003 visitation was 24,797, with a sales ratio of \$2.75/visitor.

Requests for 2005 assistance include Period Dress Clothing and Equipment: \$2,500; Black



Before and after: Fort Laramie Historical Association staffer, Tiffany, is also one of the park's costumed demonstrators. Her salary is paid entirely by the association.

Powder Supplies: \$500; Bodmer Trail Guide: \$750; and a Student Conservation Association Employee: \$2,975. FUA has also committed \$3,000 toward upgrading the park brochure to include an artist sketch to be used as a guide to the reconstructed trading post.

George Washington Birthplace National Memorial Association

FY04 AID	FY04 REVENUE
\$22,241	\$71,899

George Washington Birthplace National Memorial Association presented George Washington's birthplace lands and Memorial House to the NPS as a gift in 1932.

On February 16th, GWSNMA celebrated George Washington's Birthday in the Log House. Bonnie Monahan made delicious gingerbread. Steaming hot cider hit the spot on a very cold day. Birders and other visitors, including several groups of small children, came into the Log House to join the fun.

The Association's 2004 Aid-to-the Park Campaign began with the "Washington in Command" dinner and lecture series to raise funds for restoration of the Washington family Bible so that it will once again be displayed for the enjoyment and edification of Park visitors. The Washington Bible is not the only artifact requiring attention. The Board invited members and the public to contribute and designate funds for the following preservation tasks including the Washington Tea Table, Washington Ledger, data loggers, wing chair, and a napkin table.

George Washington Carver Birthplace District Association, Inc.

FY04 AID	FY04 REVENUE
\$31,761	\$148,486

No narrative was submitted in time for the publication of this report.

Glacier Natural History Association

FY04 AID	FY04 REVENUE
\$159,250	\$1,179,277

The Glacier Natural History Association continued its financial support to Glacier National Park by funding thousands of free publications that are distributed throughout the park. The Association once again funded a part-time Museum Technician and the very popular summer programs that included the Native America Speaks, Blackfeet Drumming & Dancing, and Native Reflections. GNHA participated in a first ever joint fundraising event with three other park partners to produce Spring For Glacier which raised more than

\$10,000 for each organization. Once again GNHA assisted in funding the Crown of the Continent Data Workshop. GNHA ended FY2004 with record sales in Glacier National Park outlets.

GNHA sponsored the Big Hole National Battlefield second Teacher Workshop which involved area educators in developing specific lesson plans for a Teacher's Study Guide on the Nez Perce War. GNHA once again sponsored the annual commemoration of the Battle of the Big Hole held each August. Cultural demonstrators were also funded by GNHA.

As in previous years, GNHA sponsored the Grant-Kohrs Ranch National Historic Site annual Western Heritage Days celebration by funding cultural speakers and demonstrators, and assisting with sales and visitor services throughout this important event. GNHA also hosted a luncheon at the installation of the new superintendent for the ranch.

Glen Canyon Natural History Association

FY04 AID	FY04 REVENUE
\$84,894	\$366,696

Glen Canyon Natural History Association managed interpretive sales outlets at Carl Hayden Visitor Center, Navajo Bridge Interpretive Center, and Bullfrog Visitor Center. In 2004, GCNHA also provided an Information Specialist at Rainbow Bridge National Monument.

A new membership program and a new website were successfully launched. Goals to expand website content, expand the membership base, modernize electronic systems, increase sales by 40%, begin publication of site specific materials, organize a Winter Lecture Series, organize Guided Hikes into the resource, organize a Field Workshop Series, create a Field Information Specialist program, and increase aid to the park were met with the exception of sales. While every sales outlet saw visitation increases and revenue increases of 40% to 300%, the main sales outlet at Carl Hayden Visitor Center experienced dramatic reductions in visitation and overall revenue losses through 2004 of 4%. Nevertheless, association-wide revenues increased by 12%.

The GCNHA website became a portal to information about the Colorado Plateau. It was expanded to include links to museums, concessionaires, and other parks. New pages contain information about the Human History and Natural History of Glen Canyon. There are now comprehensive pages about Native



National Public Lands Day receives support of staff as volunteers and donations from Glen Canyon Natural History Association.

American history and culture as well as downloadable maps and hiking guides.

The 2004 Winter Lecture Series was very successful. Designed to bring visitors into Carl Hayden Visitor Center during the winter months, six lectures were scheduled from October to March. Average attendance was about 50 people per lecture.

GCNHA led four guided hikes in 2004 and held four Field Workshops. The hikes and workshops were free and open to the public. Participation ranged from ten to thirty people. Field Workshop topics included: an introduction to mosses and lichens, a study of hanging gardens, geologic similarities between Glen Canyon Navajo Sandstone and the surface of Mars, and professional outdoor photography in canyon country.

Publications created in 2004 included: *Geology Unfolded – Glen Canyon National Recreation Area*, the *Lonely Dell Ranch Walking Guide*, and the DVD *Glen Canyon NRA/Lake Powell*.

Also new for 2004 was the Field Information Specialist program. Designed to fill a need for additional interpreters in the field, GCNHA employees rove into the resource to make visitor contacts, provide information, and provide first aid if necessary. Field Information Specialists worked with the sub-district interpreters at Navajo Bridge/Lees Ferry, Bullfrog, and Rainbow Bridge National Monument. The GCNHA Field Information Specialist at Rainbow Bridge, Diane Ricks, served a vital need within that resource. As the level of Lake Powell has dropped, the hike to Rainbow Bridge has increased to approx. 1 ½ miles one-way. During the heat of the summer, many visitors were unprepared for the hike. Diane served as point of contact at the boat docks. She provided water, administered first aid, responded with NPS personnel to emergencies on Lake Powell, and provided interpretive talks for visitors who could not make the hike to Rainbow Bridge.

During the spring and summer, GCNHA aid funded the excavation and restoration of the historic irrigation system at the Lonely Dell Ranch Historic District. This project included the removal of exotic trees, the planting of native trees, and the excavation of the original flagstone-lined irrigation system. At the completion of the project, the irrigation system was again functional. GCNHA aid also provided the funding for the publication of the *Lonely Dell Ranch Walking Guide*.

GCNHA, under a cooperating agreement with the Bureau of Land Management, has helped facilitate communication and cooperation between Glen Canyon NRA and Grand Staircase-Escalante National Monument. Examples of cooperation were joint volunteer programs on National Public Lands Day. NPS employees, BLM employees, GCNHA employees, and volunteers all worked together to erect wildlife-friendly fencing on the Monument near its border with Glen Canyon NRA.

GCNHA continued the administration of the grant funding for the Arizona Botanical Education Center—a community greenhouse project spearheaded and supported by GLCA—and donated books for an in-greenhouse library. Native plants propagated within the greenhouse were used for revegetation projects. In 2004, with restoration of the greenhouse completed, educational programs began in which school groups would come into the greenhouse to learn about native plants. Grant funding concluded in September 2004. GCNHA is working with park Education Specialist, Joan Mayer, to devise a plan for the long-term management of the greenhouse.

Golden Gate National Parks Conservancy

FY04 AID	FY04 REVENUE
\$4,960,304	\$17,367,786

From restoring trails to engaging youth in environmental education to publishing maps and guides, the Golden Gate National Parks Conservancy helped maintain the vitality of the Golden Gate National Parks (GOGA) and connected people to these treasured public places. In 2004, GGNPC provided significant support to the GOGA, sponsoring programs and projects valued at \$4.96 million. The Conservancy also helped people make a personal connection to the parks, as more than 13,000 volunteers spent 382,000 hours preserving native habitats and historic landmarks throughout the parks 75,500 acres.

Key Accomplishments in 2004

Trails Forever: In partnership with the National Park Service and the Presidio Trust, the GGNPC continued to implement the Trails Forever to improve the quality of park trails, enhance the experiences of park users, support resource preservation, and engage the community in sustaining the parks trail system for future generations. Trails Forever efforts included the following:

- Broke ground on the Immigrant Point Overlook in the Presidio



Visitors touring the infamous cellhouse on Alcatraz Island.

Volunteers at work in one of the Golden Gate National Recreation Area's native plant nurseries.



- Completed schematic design of several trail segments in the Presidio
- Installed new waysides and kiosks at various park locations
- Developed a plan for way finding signage along the Coastal Trail corridor
- Completed the Chapel Steps Trail at Fort Baker and repaired the Black Sands Beach Trail in the Marin Headlands
- Advanced planning and design work for the Coastal Trail at Lands End
- Introduced Urban Trails Blazers, a summer program for kids and partnered with the Presidio Trust on the Kids on Trails program
- Secured nearly \$6 million in public and private funding for trail-related projects and programs
- Conducted walks, talks and seminars for the general public
- Drew more than 400 enthusiastic kids to the parks for a series of engaging summer camps
- Hosted a Goldman Environmental Prize winner and an exhibit featuring turn-of-the-century portraits of Ohlone people
- Sponsored and Eco-Career Day for high school students

Conservation and Volunteerism: Last year, nearly 13,000 individuals contributed 382,000 hours of service to the Conservancy's programs. Highlights of 2004 included:

- Propagating more than 118,000 native plants for 39 park restoration projects
- Tracking migration of more than 30,000 raptors through the Golden Gate Raptor Observatory
- Protecting ecologically sensitive habitat at four park locations
- Expanding the volunteer program to restore the historic gardens of Alcatraz
- Supporting a full array of volunteer opportunities for park stewards and docents

Education, Interpretation and Visitor Services: These programs were at the core of the mission. 2004 efforts include the following:

- Provided support for teacher training, interns, transportation, and supplies for award-winning NPS education programs. Last year, more than 14,178 K-12 students participated in 480 education programs designed to foster understanding of the parks' natural and historic resources
- Continued the Alcatraz cellhouse tour, enjoyed by more than one million visitors each year. The popular Alcatraz Kidz Tourz, part of the Alcatraz Night Tour program, entered its third year of operation
- Expanded its publications and products list to include a revised *Guide to the Parks*, a trail guide for Muir Woods, a photographic history of the Panama Pacific International Exposition and many exciting new educational products, including the Redwood Tree Growth Chart

Planning and Site Improvements: To ensure that GOGA remains a place of beauty and inspiration, the GGNPC works with the NPS and Presidio Trust to revitalize open space, preserve natural resources, and restore historic landmarks. Activities in 2004 included:

- Collaboration with the Presidio Trust on open space projects at the former post
- Continued rehabilitation of the historic buildings on Alcatraz
- Launch of a three-year effort of natural resource preservation, restoration, and stewardship along the California Coastal Trail
- Acceptance of an award from San Francisco Beautiful for efforts to restore and enhance Mountain Lake in the Presidio

Crissy Field Center: Now in its third year, the Center is a multidisciplinary facility that connects urban communities to the parks through an array of workshops, walks, school programs, and special events. In 2004, the Conservancy:

- Trained high schools students to become advocates for the environment through the Inspiring Young Emerging Leaders (I-YEL) program
- Offered an exciting array of curriculum-based programs for school children

ï Provided an array of services for visitors through bookstores and cafes in the parks

The Parks Conservancy held its second Celebrate Trails Forever dinner in fall 2004. A fundraiser for the park's trail system, this special event was attended by more than 350 park supporters. David Rockefeller, Jr. provided the keynote speech and JP Morgan Chase generously served as the dinner's corporate sponsor. The event netted \$329,000 for trail restoration projects, education programs and other trail-related work.

Grand Canyon Association

FY04 AID	FY04 REVENUE
\$1,743,981	\$5,402,369

The Grand Canyon Association experienced resurgence in commitment to mission in 2004. GCA launched a new community-outreach effort in the form of two lecture series, one in partnership with Sharlot Hall Museum, a regional state-funded museum in Prescott, and the other in partnership with Northern Arizona University's Grand Canyon Semester and Cline Library in Flagstaff. The lectures have been very well received by both communities, and they have provided a higher level of visibility for the association and for park resources. Grand Canyon National Park (GRCA) has been a cornerstone of the economy of northern Arizona for many years, and the communities near the park are interested in hearing issues that affect park resources. Topics have ranged from inner-canyon springs and the reintroduction of California condors to fascinating tales of early settlers and the folks who called Grand Canyon home when the park was dedicated in 1919. The free lectures are presented in both communities each month, and the association provides transportation to Grand Canyon residents to encourage the development of a broader knowledge about park resources by those living and working at Grand Canyon. The association has videotaped all of the lectures and loaned the tapes at no charge to canyon residents who are not able to attend the lectures in person. The association also donates copies of the videotapes to the GRCA Library, Cline Library, Sharlot Hall Museum, and the park's Division of Interpretation.

As another aspect of mission fulfillment through community outreach, the GCA committed to participation in events such as regional bookfairs, the county fair, and state-wide conferences. It costs the association very little to staff and provides informational materials for these events, and the association's

participation allows GCA to reach a diverse population of Arizonans with information about what the association is and what it does in support of the park.

With an active membership in excess of 3,600 people, the membership program has continued to flourish. In the fall of 2004, GCA sponsored a two-day Members' Gathering, which included educational presentations, a hosted meal and a special showing of the original movie of the Kolb brothers' journey down the Green and Colorado rivers in 1911-12. Members gathered at historic Kolb Studio on the South Rim to enjoy this vintage footage. The film showings marked the first time in several decades that the original Kolb footage has been aired at the canyon. In addition, the quality of the content in the quarterly membership newsletter has improved significantly, and the retention level of new members has risen.

Overall, retail sales were down slightly—in comparison with 2003, the strongest sales year in the 73-year history of the association. With total retail sales exceeding \$4.8 million, GCA's six sales outlets remained the primary source of revenue for the association. The association was able to offset the reduced revenue by careful control of expenses; because of this, GCA was able to increase the amount of aid donated to the park for 2004.

The Grand Canyon Field Institute, a field-seminar program of GCA, enjoyed continued success. Visitor contact hours exceeded 41,000 in 2004. New courses, bringing the total number of course offerings to 135, helped stimulate interest, and the field institute served nearly 1,200 students. The highly successful Travelin' Trunk Program continued to provide curriculum-based education materials free of charge to classrooms across the nation. In combination with the Video Loan Program, the Travelin' Trunk Program placed high-quality educational materials about the Grand Canyon in the classrooms of more than 10,900 students.

GCA's publishing program continued to flourish in 2004 with the release of four new titles: *Grand Canyon Women: Lives Shaped by Landscape*, *Writing Down the River*, *The Colorado River: Origin and Evolution*, and the *Field Guide to Geology along the Bright Angel Trail*. In addi-



A community lecture in Prescott Arizona, featuring Mike Anderson PHD speaking about the pioneer history of Grand Canyon as part of a free lecture series donated by Grand Canyon Association.

tion, GCA released a revised and redesigned edition of the very popular *Bright Angel Trail Guide*, as well as a single-DVD compendium of three previously released videos.

The publishing program also produced four issues of the park's visitor newspaper *The Guide*; translations of *The Guide* into Japanese, German, French, and Spanish; two issues of the park's newsletter *Nature Notes*; and several informational brochures for distribution at key sites around the park.

Commitment to art as a medium for education was reaffirmed in 2004 with the presentation of five major exhibits over the course of the year. GCA sponsored these free exhibits at historic Kolb Studio. Arts for Our Park opened the exhibit year. Developed in cooperation with the Grand Canyon School District, the exhibit showcased art created by children who live within the park; through a variety of media, the children interpreted what living in GRCA meant to them. Paint It as It Is, the second show of the year, featured the watercolor works of the late Allan Schulz. The show featured the 17-foot-long triptych watercolor that Schulz's family recently donated to the association for inclusion in GCA's permanent collection. This exhibit was followed with the annual Arts for the Parks show, a perennial favorite. The fourth exhibit of the year was In the Fifth World: Portrait of the Navajo Nation, a collection of black-and-white and color photographs of the people and the landscape of the Navajo Reservation. The final exhibit for the year, Writing Down the River, coincided with GCA's publication of the book by the same name. More than 88,000 visitors enjoyed viewing these exhibits during 2004.

Finally, GCA reaffirmed its commitment to art as a medium for education by matching a donor's contribution to create the Grand Canyon Purchase Award in the annual Arts for the Parks competition. This award allows the association to not only promote the development of high-quality art that has Grand Canyon as its subject, but also allows the association to acquire the original art for addition to the permanent collection.

Grand Teton Natural History Association

FY04 AID	FY04 REVENUE
\$504,358	\$1,685,364

Grand Teton Natural History Association continued its growth. Sales, totaling over \$2.4 million from combined agencies were, again, the largest in association history. Much of the increases were due to the continued popularity

of the Jackson Hole and Greater Yellowstone Visitor Center in Jackson. Sales at that location were up 17%, while visitation remained virtually the same. Visitation to Grand Teton National Park (GRTE) decreased by 2.74%, while sales increased by 8%. Park location sales were helped substantially by the addition the new Jackson Hole Airport location.

Mary Gibson Scott was named as new Superintendent of Grand Teton National Park, joined by Jim Bellamy as Deputy Superintendent. Rich Fedorchak was appointed Chief of Interpretation. GTNHA and GRTE have continued their commitment to an excellent partnership under their direction.

The 280 sq-foot bookstore in the Jackson Hole Airport opened in mid August. GTNHA received assistance from park maintenance staff with electrical installation and signs. This new location will assist with local and park information, while informing visitors of the fact that they have just landed in GRTE. The Jackson Hole Airport is the only commercial airport inside of a national park in the United States.

GTNHA, and Grand Teton National Park Foundation, continued to work with the NPS in the shared goal of building the new Grand Teton Moose Visitor Center. The GTNHA Board of Directors committed \$1.5 million to pay for the exhibit. In 2004 GTNHA spent \$119,000 toward the exhibit design. Jan Lynch and Ed Riddell, Board Chair, participated in Visitor Center planning meetings and a value analysis of the project. Ground breaking is expected in the summer of 2005.

The Association participated in many community events including Elk Fest, the Teton Science School Winter speaker series and partnered with the Jackson Hole Historical Society to offer two history tours in the park.

Lucas-Fabian Coordinator, Lorna Miller, worked with two volunteer groups and log expert Harrison Goodall to continue stabilization work on the cabins. The Michigan volunteers and a group of Wisconsin teachers came to continue work on the stabilization

The Artists in the Environment program, funded by the Sharlene Milligan Scholarship, was expanded this year to include writing workshops. GTNHA sponsored four artists and four writers.

Work continued on the Mini Guide Series, which will go to press in April 2005. The first four books will be *Common Wildflowers of Grand Teton National Park*, *Canyons and Lakes of Grand Teton National Park*, *Day Hikes and Short Walks of Grand Teton National Park*, and *The Best of Grand Teton National Park*. The series will be priced at \$3.95 each and will include text by Charlie Craighead, photography by Henry Holdsworth and design by Jeff Pollard. The second set of four will be printed in 2006. GTNHA partnered with the Murie Center to produce *Wild Nature and the Human Spirit: A Field Guide to Journal-Writing in Nature*.

The 14th Annual Authors Signing hosted 18 local authors in honor of National Park Day. The Moose Bookstore had a one day sales total of \$10,000, again, the largest in history. Old Bills Fun Run generated \$9,990 for the Boyd Evison Graduate Fellowship and the Sharlene Milligan Scholarship Fund.

The Association participated in Arts for Parks again this year with a \$3,500 Grand Teton Purchase Award. The winning painting was "*Fishing on the Snake*" by Richard Boyer.

GTNHA saw sales increases this year. Moose had a 7% increase, Jenny Lake 13%, Colter Bay at 1.5%. The overall sales increase is 8%, making this the largest sales year in association history.

The summer saw park interpretation budgets decrease, which reduced the number of field NPS Interpreters. GTNHA provided additional resources to lessen this reduction. Because of GTNHA-funded interns and associates, the interpretive program at Grand Teton was able to create and conduct new, innovative interpretive programs. These include the continuation of Jenny Lake Evening Programs and the Jenny Lake Cruise. This evening program takes visitors around Jenny Lake each evening on a 25 passenger pontoon boat to get a close up view of the piedmont lake formation and the park's geological story. With the assistance of interns and associates, Grand Teton NP was able to provide continued, extensive coverage at the Jackson Hole and Greater Yellowstone Visitor. GRTE provided longer season coverage 7-days-a-week. Grand Teton interpretive staff assisted with the training of six Teton Science School graduate students providing course books and exhibit materials. The park initiated its first Outreach Education Program. 2004 marked the first year the park had a dedicated Education Specialist to provide curriculum-based pro-

grams at area schools. The GTNHA provided funds for much needed materials and supplies. In addition, GTNHA continued its support of GRTE by providing funds to perform conservation treatment of most of the park's fine art collection.

The two best selling books were association publications, *Creation of a Teton Landscape* and *Interpreting the Landscape: Recent and Ongoing Geology of Grand Teton and Yellowstone Parks*. The new book *Who Pooped in the Park* is quickly becoming the best selling children's title, and the best seller overall at the Jenny Lake Visitor Center. In addition GTNHA donated over \$3,000 in inventory at cost to agencies and schools.

Online sales continued to increase, with more titles being added monthly with links to partners' sites and to local community organizations, including the Chamber of Commerce. Menor's Ferry General Store had a decrease this year. Due to NPS staffing constraints, the Ferry was not launched this year.

In January GTNHA updated the CAM DATA computerized inventory system. With the addition of the Airport Store and several Forest locations, GTNHA now has 28 individual stores.

Association staff members, four board members, and four agency representatives from association partners attended the APPL Convention and Trade Show in March.

GTNHA staff attended various trainings throughout the year. In addition to seven permanent staff members, GTNHA employed 33 seasonal employees during the peak season.

In January, Executive Director, Jan Lynch was asked by the Superintendent of LBJ National Historic Park, to come to Austin with LeeAnn Simpson, Executive Director of Western National Parks Association, to meet with the family of Lyndon B. Johnson. The invited directors were asked for recommendations on establishing a friends group and for ideas on sales items, recommendations for increasing local participation between the Johnson Library, the Lady Bird Johnson Wildflower Foundation, and the community. The group had lunch with Lucy Johnson and the former First Lady, Lady Bird Johnson. Following the meetings and lunch we were given a tour of the Johnson Ranch by Superintendent Leslie Starr-Hart.

Great Smoky Mountains Association continued the experiment of staffing the orientation shelter at the entrance to Cades Cove with considerable success.

Great Basin Association

FY04 AID	FY04 REVENUE
\$11,714	\$72,106

In 2004, Great Basin Association was able to assist Great Basin National Park. GBA funded the printing of 25,000 copies of the *Bristlecone* newspaper, provided orientation packets for new employees, provided Quarterly Park Pass Awards to interpretive employees, hosted numerous astronomy programs presented by Steven Overholt. Mr. Overholt not only presented amazing slide shows, he also provided six to eight telescopes of various sizes for stargazing, and donated two telescopes for the park's permanent use. The telescopes have been used by rangers when conducting evening programs within the park.

Great Smoky Mountains Association

FY04 AID	FY04 REVENUE
\$1,261,508	\$5,288,989

2004 was a most challenging year for Great Smoky Mountains Association. GSMA was able to achieve a modest sales increase through continued hard work and improved product mix. Visitation fell throughout the year. Business activity was excellent for the first three months prior to big increases in gas prices. It is also a historical fact that retail activity generally trends down in presidential election years. These factors, along with an additional 10 inches of annual rainfall, all contributed to declining sales April through September. Business activity began turning around in October and continued the trend through the end of the year. Over 2,200,000 people visited facilities staffed by GSMA in 2004, a decline of 9% from the previous year.

In June the board of directors held its annual retreat. Plans for the future included improving GSMA/NPS services in underserved areas, reaching visitors who don't stop at visitor centers, meeting space needs and tapping into publication services potential.

GSMA continued the experiment of staffing the orientation shelter at the entrance to Cades Cove with considerable success.

2004 was somewhat of a transition year. The Chief of Resource Education was new and the new park superintendent arrived in May.

The actual aid-to-park for 2004 was \$1,261,508 which equaled 24.9% of gross sales and donation income. Within this overall aid amount, GSMA guaranteed cash donations equal to 17% of gross sales. An additional \$95,436 cash donation was unex-

pected in 2004 and has been carried over to FY2005.

As the year ended GSMA began an effort to generate cash donations for the Hemlock project by designing and selling a "Save the Hemlock" t-shirt and directing 100% of the net profit to raise predator beetles to assist in saving the Eastern Hemlock in Great Smoky Mountains National Park (GRSM).

GSMA partnered with NPS and installed a fiber optic data/phone cable from GSMA headquarters to NPS HQ and on to Sugarlands Visitor Center. This allowed Sugarlands to directly connect to GSMA HQ to use the high-speed network and server. After the fiber installation Internet credit card processing began at Sugarlands.

GSMA paid off the bank note for the new vending machine building & Friends of GRSM Donor Wall at Sugarlands. The construction exceeded \$90,000, including new custom security gates installed early in 2004. 100% of the net profit from vending machines will be donated to GRSM in FY2005.

GSMA offered off-site sales and park information at the annual Wildflower Pilgrimage, Wilderness Wildlife Week, Discover Life in America Conference, Sylva Greening Up the Mountains, the Appalachian Studies Conference, GSMA Annual Members Weekend, Tennessee Library Association convention, and Cosby-in-the-Park day.

A volunteer solicitation letter was sent to all GSMA members in local counties, seeking staffing help at the Gatlinburg Welcome Center. This was done to compensate for the loss of a paid NPS ranger presence there. It proved to be a big success. A similar letter was sent by NPS to GSMA members in Western NC to recruit volunteers for Oconaluftee Visitor Center.

GSMA began expanding its wholesale business in 2004 with the promotion of a staff member charged with a more proactive approach to the wholesale market in the region. GSMA was able to achieve a 17% sales increase for the year. GSMA continued to expand the number of sales items offered on its e-commerce web site: www.SmokiesStore.org.

Over 1,000,000 pieces of literature produced by GSMA were distributed in 2004. GSMA publications and product development staff several dozen publications projects including: *2004 Park Trip Planner*, *Great Smoky Mountains*

NP Calendar, Gatlinburg Chamber of Commerce Vacation Guide Ad, GSMA Gift Card and packaging, GSMA wholesale catalog, Great Smoky Mountains Institute (GSMI) newsletters (four editions), GRSM Smoky haze auto tag (license plate), GRSM Passport Stamp, the Hemlock Trees folio, NPS campground reservations brochure, Parks as Classrooms website format, and the Wildflower Pilgrimage Art Contest brochure.

The year was another busy one with planning for the membership weekend held at GSMI and the 54th Annual Spring Wildflower Pilgrimage, which was well attended.

GSMA circulated a member survey during the year, to learn what topics were of interest to members and determine the level of member satisfaction. GSMA ended the year with 4,677 members.

GSMA added 27 new books, two audiovideos, and 35 theme related items. Well over 1500 sales items are offered at eight sales locations with over 375 of the top sellers available on the website. The scrapbook hobby has proven to be very popular. Interest in these books and related national park sticker sets showed strong opportunity for increased sales.

By written agreement, the GSMI staff continued to operate the GSMA store at their location in FY2004. They were able to generate a \$55,176 net profit for the year, which was donated to the GSMI. With the addition of a \$67,500 cash donation, total GSMI support for 2004 totaled \$122,676.

Harpers Ferry Historical Association

FY04 AID	FY04 REVENUE
\$111,263	\$479,495

Harpers Ferry Historical Association's support to the park included financial assistance for education programs, which target local and regional school groups. More than 19,000 students from over 300 schools received personal services through orientation and ranger-led programs. Support consisted of providing funds for interns to assist with school programming, and for educational materials necessary to carry out the programs. HFHA staff presented 82 programs.

The association continued to sponsor the annual School House Ridge Civil War program presented by the park to 500 Jefferson County 5th grade students. HFHA also funded the 3rd annual Storer College History seminar for 175 8th graders from Berkeley and Jefferson Coun-

ties. These programs have local students understand what role local historic events (some even occurring on their present-day school grounds) played in the nation's history.

HFHA presented a week-long Teacher Institute "Its All About the Rivers" for local educators, and provided personnel to conduct "Bridging the Watershed," a program that encourages young people to care for precious water resources for themselves and future generations. HFHA provided personnel to participate in Jefferson and Berkeley County social studies and science fairs.

HFHA provided personnel to create extensive education curricula including activities for grades K-12 for all the parks themes. Harpers Ferry National Historical Park educational themes include (1) the physical and historical geography and how its landscapes shape human history; (2) the invention of interchangeable parts in arms manufacture at the U. S. Armory located on the Potomac and Shenandoah rivers, and its role in the nation's expansion, changing industry and human experience; (3) the cataclysmic impact of John Brown's raid leading to the impact of the Civil War on Harpers Ferry and the nation; (4) the history of Storer College and the Niagara movement and the critical milestones achieved at Harpers Ferry in the struggle for equality (5) a deeper understanding of the 18th, 19th, and 20th centuries at Harpers Ferry as a part of the fabric of American history.

This curriculum guide meets national standards of learning, in addition to West Virginia, Maryland, and Virginia state standards. The purpose of this guide is to assist teachers in incorporating Harpers Ferry's history into both classroom learning and learning associated with visits to the sites, to make the trip more meaningful and truly a learning experience. This guide will be made available on the park website as well as to inquiring teachers and at teacher training and institutes.

The association continued to provide funding for living history weekends and special events throughout the year.

The association began preparing for the commemoration of the 100th anniversary of the Niagara Movement, the first major civil rights organization of the 20th century. Founded in 1905 this group was the forerunner to the NAACP. The association is providing support and funding for the development of educational material that will be distributed free

throughout the local and regional school systems to help students understand the importance of Harpers Ferry in this ground-breaking event in the struggle for equality.

This project is being done so that the public will know that the Niagara Movement is the cornerstone of the modern civil rights movement in America, and it all began at Harpers Ferry. This meeting is the first time on American soil that men of color met to plan and discuss civil and human rights. In addition, the association is preparing for a Teacher Institute in 2005 on this same topic, as well as supporting public programming for this park event to be held in 2006. Nationally distinguished scholars will be speaking at the teacher institutes, at a scholarly symposium and at public programming. The audience for this event will be local, regional and national, given its importance.

Hawaii Natural History Association

FY04 AID	FY04 REVENUE
\$516,193	\$2,179,879

Hawaii Natural History Association serves five areas in Hawaii, and the National Park of American Samoa. The parks are a rich tapestry of natural, cultural, and geological wonders: tropical rainforests, active volcanism, fragile ecosystems, rare and endangered species, and significant Hawaiian cultural sites.

At the smaller park sites (Puuhonua o Honaunau, Puukohola, Kaloko-Honokohau), HNHA continued to provide support for cultural festivals, visitor center staff, cultural demonstrations and environmental education programs, free publications, honoraria for community programs, library acquisitions, the purchase of miscellaneous supplies for interpretive programs, and support for a native garden at Puuhonua o Honaunau. HNHA opened a book sales area in the new visitor contact station at Kaloko-Honokohau in November, 2003. Work was begun on artwork, funded by HNHA that will appear in the new visitor center at Puukohola.

At Haleakala, HNHA provided visitor center/interpretive staff, some of whom are covered under a supplemental agreement for providing interpretive services in the park.

In addition to visitor center help, HNHA continued to support activities at Hawaii Volcanoes including funding for the VIP program, the annual cultural festival, and petrel and Hawksbill turtle research. The award-winning *After Dark in the Park* lecture series presented 31 programs, with a total audience of nearly

3,500. Over 205,000 free publications were distributed, including several foreign-language translations of basic park information.

HNHA opened a temporary sales area in a trailer at Kilauea Visitor Center for the duration of the center's renovation, which began in early August. Under HNHA contracts, work was completed on murals that will be included



Children gather round to learn about hawkbill turtles at an event sponsored by Hawaii Natural History Association.

in exhibits in the new space.

Historic Hampton, Inc.

FY04 AID	FY04 REVENUE
\$78,657	\$122,901

Historic Hampton, Inc. continued its support of Hampton National Historic Site and engaged in many activities to help preserve and interpret the site. HHI continued to host fine arts seminars, teas, and slide shows.

HHI also carried on its tradition of serving teas in the spring and fall. Over 100 people attended these teas that were held in conjunction with an interpretive tour of the mansion and a lecture on the history of tea. In cooperation with the Welch Center for Graduate and Professional Studies, HHI presented a seminar at the Merrick Lecture Hall, Goucher College entitled "The (Largely) Unknown Cover-Up: Wallpapering American Interiors." A full southern breakfast was served prior to the seminar that approximately 50 people attended, including scholars and museum professionals from around the region.

HHI's slide show remained popular with outside groups. Members of Board of Directors presented the slide show, including historic documents and photographs, to six organizations such as retirement communities, civic organizations, and garden clubs. Approximately 90 persons attended.

HHI also undertook an active fund drive to raise money for the salary of the Registrar at

Hampton National Historic Site. Due to the upcoming emptying and closing of the house for HVAC and fire suppression installation, this position is vital to keep track of Hampton's vast collections as they are removed, stored, and reinstalled.

Refurbishment of the period rooms of the mansion remained a top priority. In the Drawing Room, the reupholstery of the two Rococo Revival couches was completed, and preliminary work on reupholstery of the suite of Empire painted furniture by John Finlay was begun. HHI received the first design drawing and color schematic of the wallpaper and completed extensive review and correction of the colors and design. Major work also continued on the colors, design, and pattern preparation for the carpet, and samples were received from two potential fabricators. Carpet consultant David Luckham visited twice from England to review these. The Furnishings Plan was edited and extensively revised, and new sections of text and digital images were added. In the Dining Room, the sheer curtains project was completed, the appropriate hardware was procured, and the curtains were installed. The Argand lighting fixture for the Dining Room was also conserved. Through its Acquisitions Fund, the HHI Furnishings and Conservation Committee purchased five rare Carte de Visite photographs of Hampton and the Ridgely family c. 1861, including the earliest known exterior view.

Intermountain Natural History Association

FY04 AID	FY04 REVENUE
\$67,756	\$590,378

Gross Sales for FY2004 were \$520,000 primarily through the sale of publications and souvenir items. Association membership was 157.

During the year Intermountain Natural History Association had to reduce its aid for projects significantly due to the fact that for the previous eight years the association had donated over \$225,000 more than it generated in income. This will be the first of a three year rebuilding program to put the association on firm financial footing. INHA did donate \$67,756 to the NPS. Projects completed this year included information assistance, and printing of free handouts and trail guides.

Isle Royale Natural History Association

FY04 AID	FY04 REVENUE
\$23,027	\$154,372

2004 was another busy year for the Isle Royale Natural History Association. In April IRNHA took the Isle Royale story on the road,

presenting programs on a variety of topics in six cities in Michigan, Wisconsin and Minnesota. Four Isle Royale researchers donated their time and expertise, and over 400 people attended these programs.

Summer 2004 saw several "firsts" for IRNHA including the first member Service Trip on Isle Royale. Six participants camped on the island for five days, pulling and destroying invasive plants, enjoying each other's company, and eating gourmet camp food! The annual meeting in Rock Harbor was one of the best ever. Several island life lease holders gave IRNHA members tours of their historic island homes, wolf/moose researcher Rolf Peterson presented the meeting program, and the IRNHA board prepared a wonderful lake trout picnic on the waterfront. IRNHA also began a Membership Volunteer Program on Isle Royale last summer. Thirteen members worked as volunteers in Rock Harbor and Windigo visitor centers for one or two weeks each, contributing a total of 300 hours. IRNHA also participated in the first Copper Country Homecoming in Houghton with an exhibit of Isle Royale and Keweenaw historical information.

It was a busy year for the publications program. IRNHA received a grant from Mead Westvaco Papers Group for publication and distribution of a new children's book, *Wolf Tracks and Moose Scat: A Visit to Isle Royale*. IRNHA also received a grant from the Great Lakes Aquatic Habitat Network and Fund to publish and distribute the brochure *Aquatic Invaders: Stop the Spread & Spread the Word*. IRNHA also produced and mailed members a full color brochure for the IRNHA endowment at the Keweenaw Community Foundation.

Jefferson National Parks Association

FY04 AID	FY04 REVENUE
\$956,380	\$5,203,056

Jefferson National Parks Association is especially proud of the role played this year in ensuring meaningful commemorations of the Lewis & Clark bicentennial. Among significant accomplishments are: the commissioning and December 2003 unveiling of an original Michael Haynes painting; the funding of "Lewis & Clark: Imagining the Expedition from St. Louis" a special exhibit at the Gateway Arch Museum of Westward Expansion seen by one million visitors during 2004; underwrit-



Members of Isle Royale Natural History Association take time from their member Service Trip. Six participants camped on the island for 5 days, pulling and destroying invasive plants, enjoying each other's company, and eating gourmet camp food!

ing and administrative support for the March 2004 Lewis & Clark symposium hosted by Jefferson National Expansion Memorial; underwriting for The Three Flags Ceremony, a Lewis & Clark bicentennial national signature event; and various opportunities for the public to meet with more than 25 Lewis & Clark scholars, authors, artists and performers.

Throughout 2004, the public's appetite for Lewis & Clark resources was seemingly insatiable. In total, 340 unique Lewis & Clark related items were distributed through JNPA retail locations. The most popular was the JNPA-produced Lewis & Clark Spyglass. All told, 66,600 Lewis & Clark items accounted for \$615,000 in gross revenue.

This year also marked the first year of operations at the Mississippi River Visitor Center in St. Paul, MN. As an operation of the Mississippi National River and Recreation Area, this unique national park educates, informs and protects the resources of the Mississippi River in the Twin Cities area. During the year JNPA welcomed the National Great Rivers Museum, operated by the U.S. Army Corps of Engineers, as a new JNPA partnership location and signed a new cooperating association agreement with Little Rock Central High School National Historic Site. The association will begin telling the dramatic story of the Little Rock Nine and the Civil Rights movement in January 2005.

JNPA focused on supporting a growing number of store operations, where total gross earned revenue from all locations reached \$5.5 million (\$5.2 million of which came from NPS sites). Donations of \$960,000 to partners took many forms. The development of new publications or educational products for sale at NPS sites totaled \$33,000; the provision of general visitor information or services to the public and the provision of maintenance facility support totaled an estimated \$325,000; the production and printing of free publications totaled \$30,000; the employment of staff to work under the direction and for the benefit of the NPS totaled \$359,000; and the provision of supplies, services, and materials to support educational programs totaled \$209,000. Total donations and expenditures on behalf of the NPS this year were \$956,000.

JNPA greatly values its membership in APPL and was pleased to welcome hundreds of colleagues from the public lands and cooperating association community to St. Louis when JNPA hosted APPL's annual convention in March.

Thanks to a great effort by staff and partners and through the direct support and involvement of many board members, the hosting of the convention was an undisputed success.

Joshua Tree National Park Association

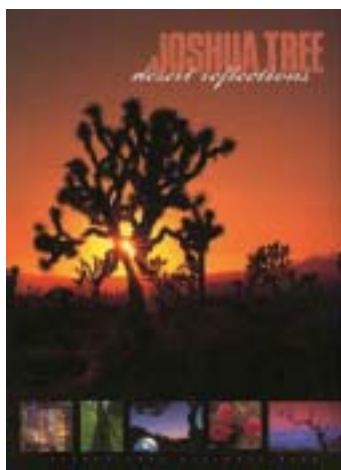
FY04 AID	FY04 REVENUE
\$148,915	\$647,064

In 2004 Joshua Tree National Park Association had gross revenues of \$647,064, a 2.5% increase over FY2003. Aid to the NPS was \$148,915, an increase of 32% over FY2003.

In November 2004, the association and Joshua Tree National Park (JOTR) celebrated the tenth anniversary of the California Desert Protection Act that established Joshua Tree as a national park with the creation of the Minerva Hoyt Desert Conservation Award. This award recognizes annually individuals or organizations that have made notable achievements in the areas of leadership, protection, preservation, research, education, and stewardship leading to a significant and lasting contribution on behalf of the deserts of California. Minerva Hamilton Hoyt (1866-1945) was a South Pasadena socialite whose persistent campaign to preserve the deserts of Southern California persuaded President Franklin Roosevelt and Congress to create Joshua Tree National Monument in 1936. In addition, the association sponsored a traveling exhibit of Stephen H. Willard's photographs of the California desert landscape that were instrumental in assisting Ms. Hoyt in her crusade.

JTNPA-published *Joshua Tree National Park GEOLOGY* won the 2004 APPL Media and Partnership Award. March 2004 saw the publication of the revised edition of *Joshua Tree Desert Reflections*, by Stephen Trimble. With its dazzling photographs and lyrical narrative, this book serves as a comprehensive introductory guide to JOTR as well as a memento of past visits.

The 2004 JOTR Annual Competitive Research Grant awarded two projects. "Paleontologic Investigations in the Eastern Pinto" Basin will provide a thoroughly documented, well-researched fossil record of the park and "Phylogeography of the California Treefrog in Joshua Tree National Park" will provide valuable information on the relationship between *H. cadaverina* populations in the park to those outside the park. A new research program, Desert Ecology Research was established to promote research specific to the ecology of the Joshua tree and desert fan palm oases, road-runner physiology and behavior, and the antiquity of the creosote bush.



Top: The Watercolor Class at the Joshua Tree Desert Institute. The field program increased student participation to 5,800, offering 50 classes.

Bottom: March 2004 saw the publication of the revised edition of *Joshua Tree Desert Reflections*, by Stephen Trimble. With its dazzling photographs and lyrical narrative.

The Desert Institute field program increased student participation to 5,800, offering 50 classes. In addition to a highly successful Old Schoolhouse lecture, which brought in over 400 attendees, a test lecture series of three programs initiated at Black Rock Campground attracted over 125 attendees.

The JOTR Annual Art Festival exhibited the works of approximately 25 artists, attracted over 1,000 visitors and generated revenue for the association of over \$4,000.

JTNPA increased its contribution of information specialist support in visitor centers by 30%. Membership for the first time reached 400, generating over \$10,000 in revenue.

Kennesaw Mountain Historical Association

FY04 AID	FY04 REVENUE
\$37,620	\$222,930

The Kennesaw Mountain Historical Association supports a small park with a significant number of visitors. Kennesaw Mountain National Battlefield Park (KEMO) has at least 1.5 million recreational visits a year and about 11 million nonrecreational visits. Just fewer than 250,000 people came into the visitor center in 2004. Lately, the demands for financial support have been tremendous. There are only 13 NPS staff members at the park and only one full-time KMHA staff member. NPS budget cuts have been relatively severe and the park staff is relying on KMHA more. KMHA suffered financial difficulties two years ago, and while finances continue to improve, the demands for financial support have concurrently increased.

With an improved outlook, KMHA was able to play a greater role this year in interpreting KEMO. The park commemorated the 140th anniversary of the Battle of Kennesaw Mountain and the Atlanta Campaign in 2004 and held anniversary weekend on June 26th and 27th. KMHA bought black gunpowder and musket caps and provided meals for over 100 volunteers. Two staff members, Andy Cole and Brad Quinlin, helped with living history demonstrations. Andy participates with the Kennesaw Mountain Cannon Crew and Brad with the 21st Ohio Volunteer Living History Group. They have served this park for many years and contribute significantly to the interpretation of Kennesaw Mountain. For the anniversary, KMHA increased interpretive materials and put a map of the Atlanta Campaign on the back of anniversary t-shirts. Despite periods of heavy rain, the weekend was very successful.

During Black History Month, an Underground Railroad exhibit was displayed in the visitor center and a different speaker was brought in each week. They included a local actress who performed a living history of Harriet Tubman; Georgia's Secretary of Labor Michael Thurmond, author of *Freedom*, a history of blacks and slavery in Georgia; a display and talk about quilts and how they were used on the Underground Railroad; and a demonstration and talk about the tradition of Gullah Basket Weaving, provided by a Gullah artist from South Carolina.

For Women's History Month, there was an exhibit on the history of women in the NPS. Mannequins displayed uniforms worn by each generation in the NPS and included interpretive information. Each Sunday KMHA provided food for a brunch with different speakers. Speakers included a living history program of a woman factory worker during the Civil War period; a talk about *The Godey's Ladies Book* Editor Sarah J. Hale, who encouraged the idea of a national holiday devoted to thanksgiving; and a Lunch and Learn program called "Tracing your Civil War Heritage."

KMHA provided upkeep and maintenance for the Traveling Trunk program and continued to help sponsor monthly speaker programs March through November. The Association paid for Historian Willie Johnson to attend the Society of Civil War Surgeons Convention, Curator Retha Stephens' annual dues to the National Association of Interpretation and a NAI Museum competition entry fee. When KMHA updated and reprinted its *Discover Kennesaw*

Clockwise from top left: Kennesaw Mountain Historical Association helped with the speaker series for Women's History Month. There was an exhibit on the history of women in the NPS and the uniforms worn.

KMHA employees served as living history demonstrators.

During Black History Month, an Underground Railroad exhibit was displayed in the visitor center and a different speaker was brought in each week.

Kennesaw Mountain Historical Association helped make the park's Anniversary weekend a success.



Mountain book and *Junior Ranger* book, old copies were donated to school groups.

KMHA was also involved with Park Day. KMHA employee Kerri Chandler volunteered her time to coordinate the event. Projects included the installation of new fencing, cleaning outdoor interpretive signs and picking up trash. KMHA provided lunch for a four-day training session for KEMOTrail Corps, the park's volunteer trail maintenance group. Assistant Director Rose Taylor began offering monthly *History Hikes*. The response to this program has been very positive.

KMHA entered into an agreement with the NPS to collect fees on weekends for roundtrip bus service to the top of the mountain. Until this year, the ride was free of charge. KMHA installed another cash register for this service and is responsible for the money collected. In turn, the money defrays the park's cost of paying for the bus service.

Two Washington officials visited KEMO this year: NPS Director Fran Mainella and Department of the Interior Assistant Secretary Craig Manson. KMHA provided a luncheon at the visitor center on both occasions.

Staffing the visitor center and sales area is still KMHA's most significant aid to Kennesaw Mountain. Despite the requirement that only 50% of salaries can be designated as aid in our report, KMHA employees undoubtedly give more than 50% their time to interpreting KEMO. The visitor center front desk is run almost entirely by KMHA during the week and is a significant contributor on the weekends. Since the sales checkout is at the visitor center front desk, sales and interpretation go hand in hand. KMHA is fortunate to have knowledgeable staff who can interpret the park and the Battle of Kennesaw Mountain. KMHA has long been a strong partner with KEMO and looks forward to continuing and strengthening the relationship in the years to come.

Lake States Interpretive Association

FY04 AID	FY04 REVENUE
\$8,151	\$87,297

Lake States Interpretive Association serves four visitor sites within Voyageurs National Park (VOYA). Being a multi-agency cooperating association, LSIA is an interagency "partner" to the Chippewa and Superior National Forest and the Lakewood Ranger District on the Nicolet National Forest in Wisconsin.

Voyageurs National Park experienced higher

visitation for FY2004. Visitation totaled 251,620 compared to last years' total of 236,812. June and July had lower visitation months than last year. But, August was great. Sales increased in both publications and theme related products. Membership declined from last year.

In June, LSIA assisted VOYA in presenting a Birders Rendezvous Conference which was a great success and is in the planning stage for next year. In the past year, LSIA partnered with the park in producing their newspaper, *The Rendezvous*. LSIA also funded the printing of the Ellsworth Rock Garden Brochure. LSIA continues to donate merchandise to the park's library and interpretive programs along with the park's superintendent fund.

Other programs involving LSIA include the park's Art Contest which had participation from community youth and the Fall Autumn Rendezvous wherein the public viewed and enjoyed the park. Programs were given by the park's staff during the winter months at the Rainy Lake Visitor Center and LSIA offered hot refreshments during the program.

LSIA continues to support VOYA with service and donations to enhance park visitor appreciation and educational experiences.

Lassen Loomis Museum Association

FY04 AID	FY04 REVENUE
\$11,066	\$110,278

In 2004, the goal of the Lassen Loomis Museum Association was to increase sales through the introduction of a new array of products focusing on the national park themes of recycling and sustainability. Through education and awareness of these national park themes LLMA met goals.

Capitalizing on a grant, Lassen Volcanic National Park (LAVO) expanded their recycling program. New bear proof recycle bins were installed throughout the park. The LAVO recycle team created an educational outreach program for visitors. The program incorporated the theme of sustainability in the national parks. Interpretive posters were also created and distributed throughout the park. The posters detailed LAVO's recycling program and the results of visitors and employees recycling efforts.

By showcasing interpretive posters in product displays, the association utilized items made of recycled materials, highlighting them in a contemporary, colorful and educational format. The results of these efforts

increased sales by ten percent at the main visitor center outlet.

Park visitation for fiscal 2004 was 384,238. This represents a decrease of 6%. Winter snow pack and the health of the national economy were two big factors for visitor fluctuation.

Donations made to Lassen Volcanic in 2004 totaled \$11,066 representing 10% of LLMA's gross income. Donations to LAVO included the park newspaper, VIP Program, interpretive program, superintendent's fund, information assistant, and donated publications.

Total revenue increased by 19%. Fiscal challenges from 2002 and 2003 were met this year with a creative team effort. LLMA took an assertive approach towards expanding the scope of sales, adopted creative product development, implemented new themes, and pursued visitor and community donations.

LLMA cosponsored a fundraiser/awareness event that highlighted the rich cultural and natural history of Lassen Volcanic. LLMA successfully raised donations to support LAVO's annual Volunteer in Parks Appreciation Event. Solicitation of donations to print the park's paper was successful. LLMA's revised wholesale program continued to show growth. The program posted a 29% increase in each of the last two years.

Creative planning and strong partnering with park staff provided the opportunity to open a new sales outlet which operated during the shoulder season. Revenue totaled \$2,444, and nearly 2,000 visitor contacts were made.

LLMA operated a total of six sales outlets in FY2004. In addition, LLMA published 30 assorted books, videos, trail guides, maps, historic postcards and posters related to LAVO.

The association's goals were achieved with the assistance of many dedicated park employees and volunteers. For the second consecutive year, the main sales outlet suffered a 29% reduction in operational hours. The challenge was met by opening a new smaller outlet to assist during the shoulder season. This direction increased sales by 3%.

In an effort to meet visitor needs a select inventory is now offered at two backcountry ranger stations. In spring of 2005, Lassen Volcanic will begin construction on the Kohm Yahmah-nee Visitor Facility. It will be the park's first visitor services facility capable of provid-

ing the needs to over 400,000 annual visitors. Additionally, for the first time the facility will provide year-round interpretive and educational exhibits, an auditorium, information desk, concession operated gift shop and restaurant, first aid services, and an association sales outlet. LLMA will gain over 400 square feet of new retail space. LLMA is currently fundraising to meet the costs of the new space and is proud to partner with LAVO moving into this new era.

Lava Beds Natural History Association

FY04 AID FY04 REVENUE

\$31,857 \$94,934

Gross sales for Lava Beds Natural History Association for the year were \$100,437. Total monument visitation declined 13.8% while sales increased by approximately 14%. Cost of goods sold totaled \$52,555.

Members of the board met bimonthly, with an Annual Meeting for all members in September. Committees remained active reviewing new publications, the plans for the monument's new visitor center, and attempted to develop an LBNHA website. Daily operations at the monument bookstore continue to be overseen by a part-time business manager.

LBNHA maintained a donation account for the Cave Research Foundation to construct a new research facility at the monument.

LBNHA expended \$16,338 in support of monument activities such as three 16-week SCA interns for the Division of Interpretation during the spring, summer and fall of 2004. These positions represented nearly half of the available interpretive staff. LBNHA also supplied funds to reprint site bulletins in support of interpretive operations.

LBNHA continued to offer visitor convenience items such as feminine hygiene products, film, disposable cameras, drinks, and snacks. LBNHA provided full support for a program to make battery lanterns available to the public for cave exploration and to offer flashlights, batteries and protective caving helmets as sales items.

Manzanar History Association

FY04 AID FY04 REVENUE

\$16,101 \$164,708

Manzanar History Association started operations late 2003 and officially began transacting business August 24, 2004 when the park service at Manzanar National Historic Site hosted a grand opening celebration.

The first order of business was to learn more about the role of cooperating associations. While this is an ongoing process, much was learned by digesting Director's Order #32, talking with other association directors, and talking with national park personnel. APPL temporarily waived their membership fee so the young company could benefit by receiving member postings.

Getting to know Manzanar staff and capturing an understanding of their vision for the site and for the new store was essential prior to moving forward. This was accomplished by reading the park's long-range interpretive plan, meeting with staff, and working closely with the park service's association liaison.

The director and several members of the park service staff at Manzanar were new. It was important to begin establishing good working relationships with everyone at Manzanar, as well as members of the Japanese American community. Invitations were received to other regions in California for gatherings of Japanese Americans interned at Manzanar and elsewhere. Learning from them the story of Manzanar increased awareness and compassion. It enabled those working at Manzanar to build bridges between various communities.

MHA spent several months working with a graphic designer and an illustrator to develop a new logo. The result has been well received. The logo appears on all business documents, as well as products.

Establishing store and office operations took a significant amount of time during the six months prior to opening. Operations and policies had to be established. Identifying the interpretive themes was the first step in the product selection process. A database was then created. Documenting this data gave the added assurance needed to determine if the entire product selection and mix was suitable and comprehensive.

Over 700 products were ultimately chosen, including many reproductions of original materials. Original artwork was translated into art prints, notecards, postcards, notecard sets, and magnets. Newspapers were reproduced to look as they originally did in the 1940s. Reissues of classic children's games and books were selected, as well as movies and vintage music. The store includes clothing, games, art, books, music, movies, magnets, paper, cards, gifts, tote bags, enamel pins, bottled water, convenience items, bookmarks, and more.

With the help of a retail fixture company, fixtures and layout were determined. A wood veneer was selected that was compatible with the flooring in the main exhibit area. The outcome is a store with approximately 1,800 square feet of tastefully designed retail space.

Volunteer staff was utilized the first three months of opening, after which part time help was brought in to supplement coverage offered by the park service and the business manager.

In October MHA hosted a theater production titled "The Camp Dance: The Music and the Memories." Billed as a 1940s musical revival, the show played to a sold out audience at Manzanar. Filtered through great music, vignettes about the Japanese American internment experience, spectacular dance, and fine acting, the event showcased how young adults created a life behind barbed wire. It was a great success-the first of many events to be hosted by MHA at Manzanar.

MHA developed and launched its membership program in 2004. Included in the process were identifying program components, developing a membership brochure, placing the membership form on the Internet, and printing the membership form on the retail sales bags. As is the case with similar programs, prospective members can choose from more than one membership level. Additional benefits can be received with consecutive membership tiers.

In the latter part of 2004 and working with the park service liaison, several project priorities were identified for the upcoming year. MHA began researching photographic text profiling the children of Manzanar. The book will include the work of Toyo Miyatake (a Manzanar internee), Ansel Adams, and Dorothea Lange, along with family pictures taken by War Relocation Authority (WRA) staff. Quotes will be used from oral histories and vintage documentation to narrate when necessary or appropriate.

Mesa Verde Museum Association

FY04 AID	FY04 REVENUE
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\$150,315.92	\$1,206,972.80
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In 2003 Mesa Verde National Park (MEVE) faced its third summer of fire in four years. The Balcony House Complex consisted of five fires and burned 450 acres in the park and approximately 2,500 acres on the Ute Mountain Ute Tribal Park. The fires were caused by lightning and exacerbated by a prolonged drought, now in its fifth year. Though the park

was only closed for 5 days, visitation to the area was once again dramatically impacted. In fact visitation has been steadily decreasing since 1999 and is down significantly from our peak of more than 772,000 in 1988.

The Mesa Verde Museum Association continued to operate five sales outlets in the park and the newest store at the Colorado Welcome Center in Cortez, Colorado. Book and interpretive item sales for FY04 totaled \$735,260. More than \$134,000 was donated to the park in direct aid, donations of sales items, and in-kind contributions. MVMA also administered over \$200,000 in grants for the park service.

Donations to the park included: \$5,250 toward the park Internship Program: a partnership between Fort Lewis College, Partners in Parks, MVMA, and MEVE; \$10,000 toward the completion of Mesa Verde's educator's guide; a donation of sales items to the Mesa Verde Foundation's 3rd annual *Soukinii* fundraising event with a retail value of more than \$13,000; over \$5,000 in support of the annual Mesa Verde Summer Lecture Series; and more than \$7,500 toward the publication of Scientific Monographs produced by MEVE staff and researchers.

The MVMA continued an active publishing program in 2003 completing *Prelude to Tapes-tries in Stone: Understanding Cliff Palace Architecture* by Larry V. Nordby; a comprehensive site map of Cliff Palace, the largest cliff dwelling in North America; the first Summer Lecture Series commemorative poster; and three new lapel pins featuring Mesa Verde Black-on-White pottery. MVMA also continued work on our centennial publication, a comprehensive history of the park to be published on the eve of the park's 100th birthday in 2006.

As the centennial of Mesa Verde's inauguration on June 29, 1906 draws near, work is underway to plan a yearlong celebration befitting the park's status as one of the crown jewels of the National Park System. MVMA, ARAMARK concessions, Mesa Verde Company, and the park staff are working together to plan a series of special events and new products that will draw international attention to Mesa Verde and the Four Corners.

In 2004 MVMA launched a completely revamped web site complete with on-line purchasing ability. The site, www.mesaverde.org, features an elegant new look and will include

a children's section, an on-line art gallery, and book reviews of new releases.

Established in 1930, the MVMA is the second oldest cooperating association in the country. During 73 years as the park's primary educational partner, MVMA has contributed more than \$3,000,000 in direct aid, in-kind services, and the donation of sales items. However, the benefit of the work the Museum Association does cannot be measured in dollars alone, MVMA is committed to furthering the park's mission through interpretation, education, and research.

Mount Rushmore History Association

FY04 AID	FY04 REVENUE
\$203,441	\$1,047,521

Visitation at Mount Rushmore National Memorial was 2,754,000 for the year. Though visitation was strong, this was a decline of 8% from the previous year.

The Mount Rushmore History Association experienced a banner year with retail sales of \$955,204, an increase of 17.4% over the prior year. Operating a second location for the first full year contributed to the increase. Membership program operations gained 1,437 new members and 80 renewals for a total of \$47,394 in membership revenue, an increase of 50% from FY2003. Aid to the NPS for FY2004 totaled \$203,441, bringing total cumulative aid (from 1993 to present) to \$920,936.

The first full year of a publications department resulted in many new items for the park and for sale in the bookstores. In the spring of 2004, MRHA produced several items in collaboration with the Interpretive Division. These included an advertiser supported park newspaper, a promotional rack card, a six-pamphlet series titled *Mount Rushmore at a Glance*, a four-color coffee table book titled *America's Shrine of Democracy, An Independence Day Celebration* Video/DVD, and two new posters. Scheduled for completion in the spring of 2005 are new Junior Ranger and Rushmore Ranger booklets, an Adventure Ranger Kit, *Rhyming on Rushmore: From A-Z*, *Who Carved the Mountain?: The Story of Mount Rushmore*, *One Baby Mountain Goat*, and the redesigned reprint of *Mount Rushmore*.

Aid to the park includes, among other things: prepublication expenses, newspaper and the rack card production, payment toward the design of wayside exhibits, fabrication of the redesigned worker exhibit, the sculptor-in-residence program, the July 3 celebration and

Mount Rushmore History Association released a prototype of a new interpretive product: The AdventureRanger Kit.



Autumn Expedition and brochures and Junior Ranger booklets and certificates.

Other needs such as stipends and housing costs of volunteers and interns, media software and library acquisitions, footage of sculpture maintenance, flags for the Avenue of Flags and transportation for school field trips were also funded by the association.

Northwest Interpretive Association

FY04 AID	FY04 REVENUE
\$210,748	\$1,164,398

The Northwest Interpretive Association managed sales operations for the benefit of 10 national parks: Mt Rainier NP, Olympic NP, Nez Perce NHP, Lake Roosevelt NRA, Fort Vancouver NHS, Klondike Gold Rush NHP (Seattle Unit), North Cascades NP, San Juan NHP, Whitman Mission NHS and John Day NM. NWIA also participated in the joint operation with the Forest Service, NPS and R.E.I of the Outdoor Recreation Information center (ORIC) in the flagship REI store in Seattle.

At John Day Fossil Beds, NWIA paid for several subscriptions to scientific and historical journals, funded an information booth at a local fair and supported extra interpretive training for NPS staff. NWIA also purchased several new literature displays for the new Paleo/Visitor Center.

At San Juan Island the big excitement was the joint NWIA/UWASH Press publication of "Outpost of Empire" by park historian Mike Vouri. NWIA also paid transportation expenses for the volunteer program, reenactment costumes and opened a new sales area in the English Camp section of the park.

NWIA funded the printing of the Olympic NP park newspaper. NWIA also printed trail guides, purchased books for the park library, supported a nature mapping course for a park naturalist, funded art work and other design elements for a discovery room curriculum guidebook, printed the *Moments in Time* brochure, converted the visitor slide program to DVD, repaired broken brochure boxes, bought 5,000 Junior Ranger Badges and supported the VIP program with volunteer gifts.

At North Cascades NWIA paid for the printing of the park newspaper, jointly produced with the Mt Baker-Snoqualmie NF. NWIA also bought a DVD player for park headquarters, supported the Stehekin Art & Humanities Society, funded a new visitor newsletter for Lake Chelan NRA, published and designed a map

and guide of flood damaged trails, supported the park-flight (bird counting) grant, and supported NPS interpretive programs at the Upper Skagit Bald Eagle Festival.

Funding was provided for three registrations to NAI for Lake Roosevelt. NWIA aid paid for community outreach programs and water testing equipment.

As in past years the largest funding for Mount Rainier was the printing of the newspaper and the reprinting of trail guides. NWIA awarded matching funds for three Geocorps summer interns, converted the parks evening programs to Powerpoint from the old slide program technology, VIP appreciation gifts, close-captioned DVD player for visitor center and funded a Native American lecture/performance. Also funded were transportation costs for several school groups and numerous supplies for interpretive programs.

NWIA paid for the VIP appreciation gifts and supplies for interpretive demonstrations at Fort Vancouver.

NWIA supported Whitman Mission's educational outreach at various community events, printed the park newsletter and bought various supplies for interpretive programs. Design work has continued for the reprinting the 2 volume set of *Diaries of Narcissa Whitman*.

The largest program supported by NWIA at Nez Perce was the printing of several educational brochures including the Mylie Lawyer Story, a photo exhibit guide, the Spalding Historical Site Brochure, the *Nez Perce Partner and Friends Newsletter*, the *Nez Perce Cultural Info Booklet*, Spalding, Nez Perce Country Site maps and the *2004 Nez Perce NHP Visitor Guide*. NWIA funded several community outreach events and Nez Perce Craft displays.

The Klondike Gold Rush Museum will be moving to a new location in Seattle in 2005. To support the funding of new exhibits, NWIA created a special lapel pin. The sales of this pin have provided seed money for a larger fundraising effort including a very successful auction, grants and private donations all of which NWIA has sponsored or funded. NWIA also funded a temporary position in 2004 to manage these fundraising efforts.

Ocmulgee National Monument Association

FY04 AID	FY04 REVENUE
\$38,345	\$64,688

The Ocmulgee National Monument Associa-

tion, Inc., contributed over \$38,000 to further the park's educational outreach efforts. Projects supported included the Calendar of Events, in which more than 20,000 calendars were distributed. ONMA supported the calendar listings throughout the year including hands-on Discovery Lab, Native American demonstrations, Junior Ranger programs, bird watches, nature hikes, Lantern Light Tours, Earth Day observation, children's workshops, new books for the park library, artifact identification days, lectures, film, and interpretive ranger programs.

The traveling version of the Vietnam Memorial Wall was at the park in October and was a great success with over 25,000 visitors. The park was open 24-hour-per-day for the entire visit to facilitate visitation. ONMA participated with volunteers from veterans groups, schools, scout troops and local citizens.

During the year there were 7,654 students who attended education programs. Another 2,842 attended demonstrations, performing arts, and Junior Ranger programs. Over 15,000 attended interpretation programs and 58,300 attended special events.

The biggest event was the annual Ocmulgee Indian Celebration with attendance of over 25,000 visitors. The event was held in September in the midst of a series of hurricanes. Nature smiled on Ocmulgee by providing beautiful weather for the last two days of the celebration. The event featured a wide variety of traditional and contemporary Native American dancers, music, arts, crafts, storytelling, tasty food, history, technology, and period encampments provided by American Indians, who presented and interpreted their own cultures. One of their major goals is to accurately explain and demonstrate their various cultures to the public in order to dispel commonly held myths and stereotypes.

The Georgia Department of Industry, Trade and Tourism now promotes the Ocmulgee Indian Celebration. FY2004's OIC continued a 14-year tradition of excellence by again uniting representatives from all five of the Southeast's "Five Civilized Tribes" (Cherokee, Chickasaw, Choctaw, Creek, Seminole), who now consider the event an annual Homecoming.

The ONMA worked closely with park staff and made major contributions to the quality and quantity of interpretive programs at Ocmulgee National Monument. The goal is to continue to make a difference.

Oregon Trail Museum Association

FY04 AID	FY04 REVENUE
\$9,990	\$96,762

Operating at Scotts Bluff National Monument and Agate Fossil Beds National Monument, Oregon Trail Museum Association faced many challenges during the year. With a continued decline in visitation to the parks served, sales decreased as well.

OTMA continued to finance the many interpretive programs, educational projects and furnish staff assistance but needed to examine costs and be selective in aid support.

Trends in the kind of product the visitor is interested in have changed to include more visual aid items. Sales of posters, games, cards, interpretive toys etc. have increased in the past few years and the focus has been to change inventory to meet that end. The staffs of the park and the association are implementing changes to fill that new inventory need. Displays and products will need to be more progressive if OTMA is to be competitive.

With extreme visitation declines in the past five years, OTMA has continued to keep per capita sales figures consistent. This speaks well for the inventory, but there is a need for visitation and sales to increase if there is to be revenue to give back to the parks.

OTMA's goal is to continue to make a difference in visitor experience. Living history programs, special exhibits, brochures, educational performances, new research publications, are a priority in supporting the quality of educational and interpretive contributions. Challenges for the new year are huge and the progressive changes to be made will lead to success.

Parks & History Association

FY04 AID	FY04 REVENUE
\$0	\$0

Ceased operation as a cooperating association in August 2004. No annual report submitted. FY2003 aid was \$405,718, revenue was \$4,211,860.

Petrified Forest Museum Association

FY04 AID	FY04 REVENUE
\$172,508	\$577,370

Petrified Forest Museum Association reviewed and reported on its FY99 Five Year Plan, and updated it for another five year period. Most of the items in the five year plan had been accomplished. Successes in the "staple product production" program contin-

ued to fuel an ongoing desire to fill out product lines with association produced products. Targeting and production of items were identified by sales data and identification of interpretive and educational products with proven staying power such as postcards, postcard books, posters, patch series, pin series, park logo items, magnets, publications and puzzles. The production of these items was done in close cooperation with park partners to produce interpretive, educational and quality products that also met visitor interest and desire. The production of staple products continued to be a wonderful success, adding needed revenues to offset changes in visitation and shrinking dollar values. This also provided for expanded wholesale capabilities, including the park's concessionaire for PFMA logo material. The concessionaire can sell higher quality interpretive items produced by the association.

FY04's sales grew marginally as visitation remained fairly flat, though wholesale revenue began climbing with the infusion of new products. Visitor spending seemed focused on perceived value. PFMA continued selling the NPS passes. While the sale of NPS passes only provide a 20% margin, as opposed to 40%-50%, these sales accounted for \$81,650 in additional sales. PFMA continued its efforts to aid the Petrified Forest National Park in research and interpretive activities and help provide front line staffing assistance.

PFMA also continued operating an off-site outlet in the nearby town of Holbrook. Working with the Holbrook Chamber of Commerce, Navajo County Historical Society and the City of Holbrook, PFMA helped staff the visitor center/information desk at the Historic Court House in Holbrook with space being provided for the off-site sales area in exchange. This effort continued to strengthen the connection between the community and the park.

Pipestone Indian Shrine Association

FY04 AID	FY04 REVENUE
\$11,425	\$304,823

The Pipestone Indian Shrine continued its support of the Pipestone National Monument during the last fiscal year despite lower sales and profits. PISA felt sales were adversely affected by a slow national economy and more cautious consumer spending. Despite willingness by employees to put in hours to carry out the mission, sales were below goals.

PISA again worked closely with the NPS in operating the cultural interpreter program April

to October. The program features local American Indian craft workers who demonstrate the art of carving peace pipes, jewelry and small craft effigy items. The cultures of the Northern Plains Indians continue to be featured in this program. PISA plans to continue this program during the new fiscal year, but because of budget constraints will likely reduce the total hours on interpretation offered.

PISA continues to offer support for new projects of the NPS. The board chairman met with locals during the year as they examined formation of a friends group for the monument.

PISA hopes for a good year and the ability to provide more aid and support to the monument. Employment was stabilized. One position was eliminated for the period October through June to reduce expenses.

Point Reyes National Seashore Association

FY04 AID	FY04 REVENUE
\$562,113	\$1,634,409

The Point Reyes National Seashore Association celebrated 40 years of service to Point Reyes National Seashore (PORE). Since its founding, the association has been successfully connecting people and resources to the park to ensure PORE continues to thrive. To help improve service to the park while embarking on the next 40 years of service, PRNSA spent the past year learning from members what services are most important to them. Through this process, three broad priority areas were identified:

- Endangered species protection, habitat restoration, wildlife conservation and other enhancement initiatives that preserve the natural abundance of PORE and keep it such a rejuvenating place to visit.
- Education programs for children and adults to teach people about what is unique and fragile at PORE and worth preserving.
- Giving voice to the community's love of PORE so that leaders in Washington, DC know that people care about the park's future preservation.

Just a few of the highlights from the past 40 years:

- Provided more than \$5 million from the community to more than 100 different initiatives to protect and enhance PORE;
- Built the Bear Valley Visitor Center;

- Constructed the Clem Miller Environmental Education Center near Limantour Beach;
- Provided more than 40,000 children and adults with overnight educational experiences to connect them with nature and learn about the wonders of PORE;
- Taught more than 30,000 people about the natural history of PORE through an award-winning Field Seminars program.

As the premier nonprofit park partner, PRNSA will continue to focus on building bridges to the community so that the park has a strong constituency of people supporting it financially, as volunteers, and as general advocates.

A tiny crustacean discovered in Tomales Bay caused the biggest excitement this year because it is believed to be a species new to science! This small animal brings to life—literally—the goal of PRNSA’s Tomales Bay Biodiversity Partnership: discovering the diversity of the bay and coastal PORE to better protect it. Work in Tomales Bay also focused on invasive species mitigation and improving water quality through native oyster restoration. PRNSA’s contribution was \$97,334.

Thousands of children and adults from throughout the bay area had the opportunity to learn about what is fragile and unique at PORE and throughout the natural world by participating in PRNSA’s innovative education programs. PRNSA’s contribution equalled \$427,000.

- 1,938 Participants attended weekend Field Seminars.
- 2,271 children and adults attended week-long programs at the Clem Miller Environmental Education Center, a program of the Seashore Association.
- More than 25% of the children attending the school program and the Nature Science Camp received scholarships from the Seashore Association.

Seven acres of strategically important land was successfully added to the park thanks to the Seashore Association’s efforts. One of the parcels will now protect critical shoreline habitat along Tomales Bay, while the other had the potential to hold three new houses inside the park, but now will

remain permanent open space. PRNSA’s contribution was \$141,159.

More than two dozen critical park preservation and enhancement initiatives were made possible this past year because of PRNSA and community support. PRNSA’s contribution was \$259,461. These included:

- Wildlife Conservation, including protection of elephant seals and tule elk;
- Endangered species protection, which this year focused on spotted owls, coho salmon, snowy plovers, rare wildflowers, and Myrtle’s silverspot butterflies;
- Education and stewardship initiatives, including docent-lead programs for the public on coastal stewardship;
- Historic preservation, including special emphasis on historic radio facilities and the stories of sacrifice and service at the historic Lifeboat Station at Drakes Beach;
- Marine Science Center begun on Tomales Bay with rehabilitation at Sacramento Landing to remove pollution threat and make facilities available to researchers.

Redwood Park Association

FY04 AID	FY04 REVENUE
\$46,948	\$331,106

Redwood Park Association marked its eighteenth successful year of partnership with Redwood National and State Parks and the Smith River National Recreation Area by continuing to provide vital education and orientation services to 400,000 visitors.

RPA made direct aid to the park to design and print 80,000 copies of the park newspaper, twelve free site-bulletins, and 10,000 copies of a restored lands tabloid. The RPA funded three SCA positions which staffed the environmental education schools. Support went to the park’s participation in community organizations and activities. These activities included hosting a Klamath Network science workgroup and a day-long cultural demonstration by the Tolowa and Yurok Indian dancers. Books, binoculars and other teaching aids were purchased for the library, interpretive and administrative programs.

In addition, RPA staff coordinated an overnight astronomy seminar with 32 people attending and collected fees for the park’s two environmental education schools. RPA oper-

Seven acres of strategically important land was successfully added to the park thanks to the Seashore Association’s efforts. One of the parcels will now protect critical shoreline habitat along Tomales Bay, while the other had the potential to hold three new houses inside the park, but now will remain permanent open space.

ated the Hiouchi Information Center for 20 days as the sole provider of service. In that time 4,000 park visitors were served. RPA administered grants to complete the science curriculum education trunk. Finally, RPA adopted a new branding identity and logo.

Rocky Mountain Nature Association

FY04 AID	FY04 REVENUE
\$404,158	\$1,430,409

The Rocky Mountain Nature Association operated 65 outlets offering interpretive material to visitors of the NPS, USFS, Colorado State Parks, BLM, Inter-Agency locations, and a RMNA office.

In 1986 the Association's Board charted the organization's expansion and extended assistance outside of Rocky Mountain National Park (ROMO), specifically with the Colorado State Parks and U.S. Forest Service. In 2004 the association expanded its activities to include one new state park sales outlet, one new Forest Service outlet, and an interagency outlet at the USGS Map Store.

Sales at ROMO decreased .8% from the previous year. Sales at Florissant decreased 7.0%.

Popular RMNA publications included the *Field Guide to Wildlife Viewing*, the *Trail Ridge Road Adventure Guide*, the *Bear Lake Nature Trail Guide*, the *Guide to Old Fall River Road*, and *Rocky Mountain Rustic*.

Mail Order sales in 2004 totaled \$24,000, down from \$24,643 in 2003. Once again, the Christmas Sales Brochure went into the printing of the autumn *Quarterly*.

Membership revenue totaled \$109,710, compared to \$89,672 in 2003. The Partner (\$250) level was added, while discounted or free memberships were discontinued. Staff and Board of RMNA developed a three-year Membership Business Plan to target an increase in members with a goal of 3,650 for fiscal year 2004. There were 3,054 members. A membership survey was sent out with the autumn 2004 newsletter. Only five responses were received—an insufficient number to draw conclusions. A total of 334 people attended the annual membership picnic at the Lazy B Ranch.

RMNA's publications department published *Rocky Mountain Rustic: Historic Buildings of the Rocky Mountain National Park Area* and *Hiking Adventures in Rocky Mountain National Park*. RMNA designed the *Explorer*, a free, full-color

ROMO kids' games and activities newspaper, published a redesigned, expanded version of the *Rocky Mountain National Park Bird List*, directed the advertising program for the park's newspaper, *High Country Headlines*, reprinted the *Rocky Mountain National Park Natural History Handbook*, and published the 2004 *Guide*.

Rocky Mountain Field Seminars conducted 70 seminars. A total of 796 individuals attended. The vast majority of east slope seminars were held at the new Field Seminar Center, with a few seminars meeting at trailheads and McLaren Hall.

The endowed Justine and Leslie Fidel-Bailey Fellowship Program completed its ninth year with graduate student Myriem Le Ferrand from Golden, CO. Myriem is completing a Master's Degree at the University of Michigan, with a focus on how Americans, as a society, make choices regarding stewardship of public lands. The premise of her research is that our cultural life is at the core of our ability to sustain the use of resources and is the essence of what makes our lives meaningful and uplifting.

As a collaboration of the Daniels Scholarship Fund, Rocky Mountain National Park and the Nature Association, the Conservation Corps program sought to expose economically disadvantaged high school and college-aged students to rigorous outdoor work, education, and job opportunities. For the second year, the program provided six individuals with the opportunity to live, learn and work in ROMO, while earning money for their college education. The crew spent three days a week building and maintaining trails including construction on the Dream-Emerald Lake trail, The Loch-Sky Pond trail, a one-week project at Tonahutu Meadows and maintenance on the wheelchair-accessible Lily Lake Trail.

The Rocky Mountain Nature Association assisted its allied organization, the Rocky Mountain National Park Associates by contributing managerial leadership and oversight. In turn the Associates raised \$497,662. The Rocky Mountain Nature Association fostered a new nonprofit organization in 2002. Named the Rocky Mountain Heritage Society, this companion nonprofit is intended to focus on historical preservation in a collaborative process with federal, state, or local agencies. In December 2003 the Society facilitated an historic structure assessment of Interlaken Resort and Rourke Ranch using grant funds from Colorado State Historical Fund.

Roosevelt-Vanderbilt Historical Association

FY04 AID FY04 REVENUE

\$244,238 \$1,328,382

Since November, Roosevelt-Vanderbilt Historical Association has been responsible for two sales outlets, the Vanderbilt Mansion and Eleanor Roosevelt (Val-Kill) sites. On November 15, 2003 the Franklin D. Roosevelt Presidential Library and Museum (FDRL) dedicated the Henry A. Wallace Visitor and Education Center therefore RVHA is no longer a cooperating association at the Home of FDR.

The New Deal Museum Shop is located in the Wallace Center and although RVHA was not involved with the day-to-day operations of the store, there is an agreement with FDRL to share in the net proceeds in order for each partner to accomplish its mission. Visitation for the three sites decreased by 21.5% which affected association sales and revenue.

RVHA celebrated 57 years as a cooperating association and continued to support the various projects of the NPS by providing interpretive and educational materials to enhance visitor experience. The Junior Secret Service Agent program provided instruction to young visitors on how to protect the President of the United States. The Artists in the Park art show provided the Vanderbilt Garden Association with funds to restore and cultivate the Italian Gardens on the Vanderbilt Estate.

During the year, RVHA sponsored the "Holiday of Lights" open houses at the FDR Home, the Vanderbilt Mansion, the Eleanor Roosevelt site, and for Franklin D. Roosevelt's birthday among other events.

Recently the area where the association bookstore had been located was converted to space for an exhibit entitled "Turf-Field and Farm: A Place of County Seats." The exhibit depicts the estates owned and run by "gentlemen farmers" such as Roosevelt, Frederick Vanderbilt and Archibald Rogers.

San Francisco Maritime National Park Association

FY04 AID FY04 REVENUE

\$244,238 \$1,328,382

San Francisco Maritime National Park Association operated two retail stores for the San Francisco Maritime National Historical Park. Retail sales showed an 11.5% increase in 2004 as compared to 2003. A new scope of sales document was developed in 2004.

SFMNPA conducted experiential education

programs on the historic ships at Hyde Street Pier. The programs are tailored to students and other groups from the 4th through 8th grades. The curriculum takes the students back to 1906, and the offerings include overnight, day and sailing programs. Approximately 10,000 students, teachers and parents attended the "Age of Sail" programs in 2004.

SFMNPA has an active and successful membership and development operation. Over 1,800 donors contributed in 2004.

SFMNPA ran a facility rental operation for the San Francisco Maritime National Historical Park. The Association administered 96 events including weddings, corporate events, non-profit events, private parties and government agency events held in the Maritime Museum, the Visitor Center, and on the historic ships at Hyde Street Pier in 2004.

SFMNPA assisted the park with the presentation of events at the various park locations including 47 free events in 2004 with a total attendance of 10,800. In addition, SFMNPA assisted on 9 ticketed events with a total attendance of 759.

Other aid to the park included expenditures for office equipment, ranger programs, the Sea Music Festival, small boat workshop classes, the Sea Concert series, and Christmas at Sea.

Sequoia Natural History Association

FY04 AID FY04 REVENUE

\$474,117 \$1,674,667

The Sequoia Natural History Association continued to expand support for NPS educational efforts as well as strengthening its own programs. The Sequoia Field Institute expanded its custom natural history programs and outreach offerings to schools. The institute served 5,875 participants with 4,717 receiving free programs. SNHA's *Sequoia Caves* outreach program provides curriculum based classes to schools, focusing on the NPS mission and how caves relate to the need to protect natural resources. SNHA's Beetle Rock Education Center provided almost 1,200 people with meeting space for park training, field seminar programs, and classrooms for visiting educators. More than 55,000 visitors were provided interpretive programs of Sequoia's Crystal Cave. Again, the size of association staff in the parks' visitor centers increased. SNHA gained 700 new members, an increase of 42%.

SNHA operated the Sierra Nature Store in the city of Visalia. The store served as a park in-

Shenandoah National Park Association worked with ARAMARK, the park's concessioner, to produce the 2005 Shenandoah National Park Calendar and won 1st place at the NAI Conference for In the Light of the Mountain Moon: An Illustrated History of Skyland by Reed L. Engle.

formation center as well as a bookstore and helped make a connection between local communities and the parks. Thanks to the added outlet, sales of interpretive materials were up 14.4%. The association produced numerous new theme related items and began work on several future publications.

In order to increase future support to the NPS, SNHA invested considerable funds in office expansion, enlarging the book distribution facility by more than 750 square feet.

Planning required to design new exhibits for the Grant Grove Visitor Center in Kings Canyon National Park was funded by the association. Funding supported naturalist programs, SCA, the park library, cultural resource programs, Junior Rangers, the Pear Lake Ski Hut, protection of black bears, the parks' visitor guide, and other free publications.

Shenandoah National Park Association

FY04 AID	FY04 REVENUE
\$75,247	\$576,474

Fiscal Year 2004 was a busy year for the Shenandoah National Park Association. Sales were up 2.7% compared to 2003. Annual sales totaled \$534,251. SNPA completed the 3rd title in its cultural history series: *In the Shadow of Ragged Mountain: Historical Archaeology of Nicholson, Corbin, & Weakley Hollows* by Dr. Audrey Horning. SNPA was also able to obtain the copyright to *Geology Along Skyline Drive*. A planning meeting was held with SNPA board members, park staff, and park users interested in working on plans to publish an *Official Guide to Shenandoah*.

Byrd Visitor Center saw a large increase in visitation, perhaps due to the final phase of bathroom construction. Dickey Ridge Visitor Center had a decrease in visitation, possibly due to the decreased number of vehicles entering the park's northern entrance.

SNPA received another \$31,267 through memberships, royalties, donations, and interest income. Cost of goods sold totaled \$ 258,737 and operational costs totaled \$ 218,222.

SNPA had three sales outlets plus its mail order and wholesale program in operation during the fiscal year. The park also allowed sales of a number of selected items at each of the entrance stations and campgrounds.

Dickey Ridge was open April 11 for Easter and then April 17 - May 31 on a five-day schedule. June 1 - October 31, it operated 7-days a week.

Sales at Dickey Ridge totaled \$203,323, a decrease of 14% compared to 2003. Visitation at Dickey Ridge was down 13% for the year.

Byrd Visitor Center was open daily April 3 - November 2 with extended hours during the summer. Sales at the Byrd Visitor Center totaled \$247,197, an increase of 8.5 % compared to 2003. Visitation was up 11%.

Loft Mountain was open three days a week May 28-October 24. Sales totaled \$3,790, a decrease of 47% from the previous year. Visitation at Loft was down 30% for the year. Loft was open to the public 45 days in 2004, down from 93 days in 2003.

SNPA's mail order business climbed more than 10% with a total income of \$20,584 with \$16,000 from website sales. Wholesale orders totaled \$42,821, up 25.5% over 2003

Sales from the park entrance stations and campgrounds totaled \$18,279, an increase of 29.5% over 2003. Park Media Specialist Neal Lewis produced a high quality poster that was placed in the window of each entrance station to display the items available for purchase.

SNPA was contracted by the National Park Foundation to collect the funds from four donation boxes placed in park facilities and received a \$5,000 grant from Merck & Company, Inc., to be used toward the purchase of a replacement projector for the Byrd Visitor Center. The association received 311 out of the required 350 applications for the Shenandoah National Park Specialty License Plate.

SNPA had a booth at the annual Page County Heritage Festival featuring a number of association-produced cultural history publications, including the *In the Shadow of Ragged Mountain*. SNPA held the 2nd annual sale for Shenandoah National Park employees. Since the visitor centers were closed for the season, this event helped reduce SNPA inventory before the end of the fiscal year. More than 40 employees purchased \$2,594 worth of merchandise.

The association worked with ARAMARK, the park's concessioner, to produce the *2005 Shenandoah National Park Calendar* and won 1st place at the NAI Conference for *In the Light of the Mountain Moon: An Illustrated History of Skyland* by Reed L. Engle.

At the end of December 2004, SNPA had a total of 900 members. Members received two is-

sues of the SNPA newsletter, *The Trillium*; a copy of the visitor guide, *Shenandoah Overlook*; a postcard announcing the new *In the Shadow of Ragged Mountain* publication; and Board member election ballots. On, July 31, SNPA sponsored its 3rd Membership Day. Lunch was served by ARAMARK. Park Superintendent Doug Morris joined the festivities and provided a warm welcome. SNPA received \$3,241 in donations from members.

SNPA provided \$ 75,247 to support the interpretive program in 2004 for a total of \$1.4 million since 1950. Donations included printing 250,000 copies of the park visitor guide, *Shenandoah Overlook*, cosponsoring the Wildflower Weekend and the Annual Christmas Bird Count, funding park membership in the Shenandoah Valley Travel Association, purchasing interpretive and library supplies, and donating sales items and discretionary funds for the park superintendent and the interpretive staff. SNPA provided information assistance valued at \$41,710 and cosponsored ten adult education seminars. \$4,000 was put into the Interpretive Reserve Fund to be used for future park exhibits.

SNPA operated the backpack rental program for the 7th year. Each rental included a free copy of the *Junior Ranger Explorer Notebook* for the renter to keep. Backpacks were rented at \$5.00 per day.

SNPA spent over \$7,540 in prepublication expenses and contributed \$2,395 to the park archives to purchase museum items. SNPA managed the Interpretive Account, which was used to buy many items from eBay. More than 127 items were purchased for the archives and future exhibits.

SNPA contributed \$3,261 toward surface materials for the upkeep of the Limberlost Accessibility Trail and received a donation of \$250 to be used to build new cages for the *Birds of Prey* program.

SNPA continued to manage a number of special accounts for the park that hold contributions and budgeted funds for various uses. SNPA handles all the administration of these funds without compensation including, depositing and disbursing funds, maintaining file copies of all transactions, and recording pertinent information for the auditor.

Steamtown Museum Association

FY04 AID	FY04 REVENUE
\$0	\$0

Ceased operation as a cooperating association at the end of FY2003.

Theodore Roosevelt Nature and History Association

FY04 AID	FY04 REVENUE
\$23,462	\$292,606

Theodore Roosevelt Nature and History Association had gross sales of \$308,213 including sales at Knife River Indian Villages National Historic Site (KNRI), Theodore Roosevelt National Park's (THRO) three sales out-lets, Upper Souris National Wildlife Refuge (UPS), and Sullys Hill National Game Preserve.

Gross sales in were down 3.24% when compared with FY2003. TRNHA aid to the NPS was \$23,462 a 23% decrease over FY2003.

This was the eighteenth year TRNHA sold theme-related craft items at Knife River Indian Villages. Total craft sales at KNRI were \$1,648, a 25% increase compared to FY2003, audiovisual sales decreased by 7%, and book sales increased 1%.

TRNHA sold \$1,129 of film at Painted Canyon and the North Unit, a decrease of 20%, the fourth year film sales have declined. This activity is covered by the association's concession which also authorizes the sale of soda.

A general membership activity was held with the 50th Annual Birdwalk and Chuckwagon breakfast. 55 people attended the bird walk, and 48 attended the breakfast. The special program took place at the South Unit Visitor Center Theater and featured Teri and Jeff Evanson, authors of the *Lewis and Clark Cookbook* and *The Sacagawea Cookbook*. Jeff introduced his newest publication, *The Art of the Lewis and Clark Trail*. A book signing for their publications took place after the presentation.

For the past 21 years, the TRNHA has hired a Visitor Service Clerk for Painted Canyon whose wages totaled \$21,136, half of which was shown as aid to the NPS.

TRNHA operated a Christmas Kiosk at the Prairie Hills Mall in Dickinson, ND with sales of \$8,331, down 23%. TRNHA's selection of quality interpretive merchandise offered valued choices for holiday shoppers leading to repeat customers many of whom were appreciative book-lovers.

Travel financed by the association included reimbursement to board members and the Op-

erations Manager's travel to Painted Canyon to do weekend deposits.

During the year, TRNHA carried 704 items in its six sales outlets. Wholesale sales in FY04 amounted to \$3,657; a decrease of 53%. TRNHA wholesaled several titles including *Geologic Story of the Great Plains*, *It's a Dogs Life*, and *Theodore Roosevelt in the Dakota Badlands*.

Discounts to members of other NPS cooperating associations totaled \$4,806, a 19% increase over FY03.

Aid to NPS included rent for four SCA's, a stipend for one SCA position, and for interpretive supplies. Money was donated for TR's birthday celebration with the local school and a North Unit Open House with Watford City Chamber of Commerce. TRNHA aid paid for demonstrators and meals at the Northern Plains Indian Culture Festival. A total of \$24.75 was spent on library books and on magazine subscriptions.

Knife River had \$21.55 in merchandise donations and the association spent \$4,156 on free publications for the NPS. In addition, 15,000 copies of *Frontier Fragments* were printed at a cost of \$1,862. Other projects completed were funding for the Junior Ranger program reprints and updates of the Ridgeline Nature Trail handout, the Maah Daah Hey Trail handout, and the Caprock Coulee Trail handout.

TRNHA also paid for NPS employee memberships in other organizations and for periodicals for employees and park libraries.

For 2005, TRNHA forecasts that gross sales will fall in the neighborhood of \$251,500. In order to increase association growth and contributions to the NPS it is recommended that TRNHA continue to enhance its sales displays and to offer a variety of sales items especially audiovisual, and to expand new interpretive t-shirts. TRNHA should improve catalogs and seek other sales opportunities, such as mall setups, trade shows, and fair booths.

Weir Farm Trust

FY04 AID	FY04 REVENUE
\$324,334	\$310,036

The strong public/private partnership between the NPS and the Weir Farm Trust is key to Weir Farm National Historic Site's (WEFA) success as a resource of profound historic, cultural and environmental significance. Through innovative programs and activities, the trust brings artists and audiences to Weir Farm and builds

community and financial support to ensure its success as a vital educational creative center. Aid includes a donation of historical works of art for the WEFA art collection valued at \$129,000.

WFT activities included programs for resident and visiting artists, historical and contemporary exhibitions, hands-on workshops and educational programs for children and adults, lectures featuring nationally known artists and art historians, the production of interpretive publications, and the collection of historical works of art and archival materials for the park's primary collections. The core program for professional artists, the Visual Artists Program, included 57 outstanding artists for the visiting and residency components and provided opportunities for each artist to use the Farm's resources in ways that best suited the individual and his or her art form.

Artists residing in the region were the primary focus of the visiting artists program while artists-in-residence attracted artists from around the country and abroad. The FY04 residency program included 17 artists from Australia, CT, England, MA, NJ, NY, PA, RI, VA, WA with residencies of 2 weeks to a month. Each presented his or her work at the end of the residency and three artists—Cuban artist Eugenio Espinosa, Megan Craig, and Anne Dobek, had exhibitions in the Visitor Center Gallery. In addition to her work at Weir Farm as a conceptual photographer, resident artist Lylie Fisher also volunteered as a "resident artist" at the Branchville Elementary School. Resident artist Matt Franks was selected for the reopening exhibition of the Aldrich Museum, *Into My World: Recent British Sculpture*. Sculpture he created while in residence at Weir Farm was on view.

Five visiting artists were selected and each worked on a body of work informed by personal experiences or interpretation of the landscape. Visiting Artists included Irwin Block, photographer; KK Kozik, painter; Ernest Lopez, installation; Lucy Sallick, printmaker; and Jeffrey Slomba, sculptor. The Visiting Artists Exhibition held at the Housatonic Museum of Art in Bridgeport, included the work of Barbara Allen, Sue Collier, Suzanne Howes Stevens, Constance Kiermaier, and Dorothy Powers.

WFT presented two lectures with noted artists Graham Nickson, and Richard Haas as part of an on-going collaboration with Western Connecticut State University and their Master of

Fine Arts program. Both artists gave compelling slide lectures about their work, and provided ample time for lively discussions with their audiences. As Dean of the New York Studio School and force behind the well-known Drawing Marathons, Nickson has raised awareness of the significance of drawing for a generation of art students. Contemporary *trompe l'oeil* artist Richard Haas is best known for his monumental architectural murals. Both lectures were well-attended by the public.

Additional FY04 lectures included "Poetry in the Land of Nod" with Bonnie Tremante who presented a selection of her poetry against a backdrop of J. Alden Weir's painting and former resident artist Anne Dushanko Dobek to coincide with her opening of *Silent Voices XX*. The Trust's executive director Constance Evans presented two slide lectures, "Weir Farm: The Vision and Values of its Artists, 1882 – 2003" at the Lyman Allyn Art Museum in New London and "Home is the Starting Place: J. Alden Weir's Vision" at the Florence Griswold Museum in Old Lyme.

The Artists at Weir Farm Exhibition Series included seven exhibitions: one 4-person exhibition and six solo exhibitions.

WFT's Art Explorer Program for children ages 6 – 12 offered 14 classes for over 200 children. The Art Explorer classes encouraged young artists to explore their own creativity and the environment through the discovery of the Weir Farm landscape and outstanding instruction. Three of the four teachers were former Weir Farm visiting artists. Classes included drawing, painting, printmaking and environmental sculpture. WFT implemented a new means of reaching out to families by providing scholarships for children recommended by the Ridgefield Boys and Girls Club whose families were unable to pay the class fee. The program benefited from the participation of these children whose backgrounds added to the diversity of the classes. WFT also added a paid teacher's aide position this year for all of the classes so that children with special needs could more easily participate in the program.

Over the course of the year, the Trust worked with the Weir Preserve Stewardship Committee and the Nature Conservancy of Connecticut, the result of which will be the donation of 110 acres of land to the Weir Farm Trust that is contiguous to Weir Farm National Historic Site.

The Trust's annual *Jazz in the Garden* concert featuring Chris Brubeck and Friends was

again a great success with over 500 concert-goers, families and children. The purpose of the event was to raise funds for educational programs at the Farm. The Trust was a sponsor of "From Russia with Mozart" a concert by the New Haven Symphony, Jung-Ho Pak Conductor. An anonymous donor who specifically wanted to help in WFT's outreach efforts provided funds for our sponsorship.

WFT continued to raise funds for Weir Farm's new studio building for resident artists. This year an archeological study was undertaken.

The Trust printed 1,000 Weir Farm exhibition catalogues and 2,500 brochures for Weir Farm programs, and paid for their mailing. These materials are for events free of charge to the public.

On May 19, 2004 the Weir Farm Trust donated eleven historical works of art to the National Park Service for the WEFA primary collection. This donation included:

J. Alden Weir, *Landscape With Stonewall, Windham*, oil on canvas, ca. 1892, 32" x 36"; Mahonri M. Young, *Enzo Fiermonte*, Bronze cast of sculpture made ca 1931, 27½" high; J. Alden Weir, *Allegorical Study for the Columbian Exposition, 1892*, pastel on paper, 41" x 29¼". J. Alden Weir, untitled (Anna and Gyppe), pastel on paper, ca. 1890, 18" x 24". Mahonri M. Young, seven sculptures from the *Workmen Series*; and sculptures ranging from 9" to 27" in height: *Sower, Hod Carrier, Man with Stilson Wrench, Rigger* 1917, *Tired Worker* 1903, *Wood Chopper*, and *Puddler*.

The Trust continued its efforts to acquire historical works for the park's art collection. Eighteen historical works of art were donated including *Portrait of Ella* a large oil painting by J. Alden Weir, four Weir etchings, and seven Mahonri M. Young etchings, in addition to archival materials.

Western Maryland Interpretive Association

FY04 AID	FY04 REVENUE
\$206,051	\$734,150

2004 was Western Maryland Interpretive Association's (WMIA) fourth full year as coop-



Top: Weir Farm Trust Resident Artist Ann Dobek at her Open Studio.

Bottom: Weir Farm Trust Resident Artist John Gruen's Visitor Center Exhibition.

erating partner for Antietam and Monocacy National Battlefields. Although retail sales declined slightly to \$734,150 (-1%), WMIA managed to increase aid to its two partners by 70% to \$206,051. This increase was largely due to WMIA construction of a 4,800 sq. foot warehouse on Antietam's periphery. This structure has a dual function: it is the association's storage facility and office space, and workshop for the park's cultural resources division. Their shop was previously located in an unheated, non-historical dairy barn located on the D.R. Miller farm, in the heart of the battlefield.

A new partnership was formed with the primary regional newspaper, the *Hagerstown Herald-Mail*, to create the first Antietam and Monocacy park newspaper. This paper is given out at no charge at both parks and various Maryland tourism centers. It helps educate visitors about programs and activities at the battlefields and raise awareness of other nearby Civil War history.

A key goal for WMIA is to work with the parks to strengthen and expand volunteer opportunities. At Antietam, the association helped launch the "Battlefield Ambassador" program under which volunteers are assigned to key tour stops. Each volunteer is equipped with informational materials from the bookstore and copies of the park paper are provided to visitors on request.

In 2004, WMIA collaborated with Antietam interpretive staff to create a new brochure on the National Cemetery, which is hoped will be the first in a series on Maryland Campaign topics. For Monocacy, WMIA obtained grant funding to produce a trail brochure, and help develop materials for school group use. WMIA also secured funding to complete restoration of a flag flown by the 17th Virginia Cavalry at the Battle of Monocacy. The flag will be displayed in the Visitor Center.

As WMIA moves into its fifth year, the hope is to continue to work with the parks on volunteer programs and develop new partnerships that increase public awareness of and support for Antietam NB and Monocacy NB.

Western National Parks Association

FY04 AID	FY04 REVENUE
\$2,383,224	\$9,261,024

WNPA continued to help park service interpreters inspire visitors by funding a wide range of projects. Here are just a few examples: an evaluation of trail accessibility at

Bandelier, creating a three-dimensional image for Chaco Culture National, a new audio recording for a San Antonio Missions exhibit, and an interactive CD tour at Nicodemus.

Historically themed parks like Bent's Old Fort, John Muir, Fort Larned, and Fort Union were funded for reenactment programs while parks with strong connections to indigenous Americans, like Casa Grande Ruins, Little Bighorn Battlefield, and Saguaro, used donations to bring craft demonstrators to their parks.

Brown v. Board of Education National Historic Site, WNPA's newest affiliate, used WNPA funding to help celebrate the grand opening of its visitor center. Nicodemus National Historic Site organized a July 4th baseball event celebrating the Negro Baseball League and the history of Nicodemus's part in that history. The event included a baseball game and a visit from Negro Baseball League star John "Buck" O'Neil, who, from his perspective of ninety-odd years, spoke eloquently on the subject of diversity in history.

Through research donations, WNPA funded studies on butterflies at Capulin Volcano, grouse at Curecanti, tree-ring research at Aztec Ruins, and early human habitation at Mojave Preserve, among others.

With its Strategic Plan as a guide, WNPA focused on ways to better serve its current audience while expanding to new ones. One way WNPA connects with these audiences is through its products and publications. WNPA created more than a dozen exciting new books, CDs, and DVDs, while updating many old favorites.

While the plan serves as a map to the future, WNPA remains firmly committed to its tradition of education and innovation. WNPA books, videos, maps, and posters add depth to the visitor experience and the collectibles serve as reminders of memorable, and often once-in-a-lifetime, experiences.

WNPA also provided invaluable support through the production of the park newspapers, site bulletins, and trail guides available at visitor centers. Last year, the association produced 54 free publications and managed 30 additional publications for individual parks. In all, visitors received nearly 600,000 pieces of free literature.

Among the publications WNPA introduced in 2004 are *Keeping Promises: What is Sovereignty*



Western Maryland Interpretive Association constructed a 4,800 square foot warehouse on Antietam's periphery that is the association's storage facility and office space, and also serves as a workshop for the park's cultural resources division.

and Other Questions about Indian Country, Ancient Dwellings of the Southwest, and Brown v. Board of Education National Historic Site.

Yellowstone Association

FY04 AID	FY04 REVENUE
\$509,744	\$3,946,359

In addition to amounts spent during the year, as of September 30, 2004, the Yellowstone Association held an additional and previously dedicated \$823,000 for the development of new exhibits for the new Canyon Visitor Center; these amounts will be expended during fiscal 2005. Selected fiscal 2004 Association-funded projects included:

- Developing and refining curricula for the park's high school field camp—*Camp Wildness: Where the Yellowstone Legacy Continues* and *Camp Wildness: An Extreme Experience*. Students from Idaho, Oregon, and Washington used these curricula to engage in park research as well as to study park microbiology.

- Completing a collections relocation plan for the transfer of the park's irreplaceable museum and archives collection to the new Heritage Research Center to help ensure proper safeguards over the collections during the transition.

- Funding publication costs for *Yellowstone Science*, the park's research and cultural resources magazine. This year's publications included a 48-page full-color commemorative edition issued in connection with the 100th anniversary of the Old Faithful Inn.

- Engaging park visitors in nearly 90,000 educational contact hours through the Yellowstone Association Institute. This included over 3,000 participants in over 400 in-depth, multi-day programs throughout the park.

- Providing *Yellowstone Discovery*, the association's quarterly educational newsletter, and *Yellowstone Today*, the park's official quarterly newspaper to approximately 15,000 members throughout the U.S. and around the world.

Yosemite Association

FY04 AID	FY04 REVENUE
\$448,757	\$3,073,600

No narrative submitted.

Zion Natural History Association

FY04 AID	FY04 REVENUE
\$355,361	\$1,856,267

Zion Natural History Association had a successful year in its retail operation and in programs to give aid to partners including Zion National Park, Cedar Breaks National Monument and Pipe Spring National Monument. Total gross sales represented an 11.5 percent increase over last year. In spite of this significant increase, aid to NPS remained approximately level with last year due to the increased costs of doing business. ZNHA attributed the bulk of its sales increase to the addition of a few new interpretive and visitor convenience items, including the sale of bottled water at the Zion Canyon Visitor Center. Another key contributor was an initiative that resulted in an increase from 350 to 1,000 members.

Two key areas of emphasis this year had been continued development of the Zion Canyon Field Institute and the membership initiative. The field institute, under the direction of Eileen Smith, had a very successful year. The membership initiative was a resounding success, exceeding the original goal of 500 new members. The initiative included training of frontline personnel in selling memberships, offering a premium to visitors who join on-site, and a special association-built membership display near the cash register informing visitors of the benefits that result from joining ZNHA. ZNHA will continue the program next year with the goal of developing a membership of 3,000 in the next five years.

The association also made significant headway this year in the production of a new book on the geology of Zion National Park. This is the first major publishing project undertaken in many years. Production is wrapping up this fall and the book is projected to be on the shelves in the spring of 2005.

Lyman Hafen continued as executive director; Joann Hinman continued as director of operations; and Terese Feinauer completed her second year as center manager of the Zion Canyon bookstore. The association is governed by a nine-member board of directors consisting of volunteers from the business and professional community throughout southwestern Utah. During FY 2004, ZNHA employed 29 people.

ZNHA continued its support of the Junior



Yellowstone Association's *Yellowstone for Families* course series was among its most popular. During the program, parents helped their children complete Junior Ranger requirements, guided by a Yellowstone Association Institute naturalist. Here, families learn more about Yellowstone's incredible diversity of geothermal resources and features.

Ranger Program. This very popular program for children 6 to 12, operated from Memorial Day to Labor Day, seven-days-a-week. ZNHA provided funding for two full-time instructors and an SCA volunteer in the program. ZNHA also provided funds for the park's educational outreach program in which park naturalists travelled to local schools. The association continued to fund the position of ranch hand at Pipe Spring National Monument, and aided the monument's living history programs through the purchase of costumes and supplies for the livestock and gardens.

ZNHA supported scholarships to Dixie College and Southern Utah University and continued its support of NPS resource management programs. ZNHA funded the printing of 600,000 copies of the *Zion Map and Guide*, the newspaper-guide distributed to almost every vehicle entering the park. ZNHA also funded the printing of 150,000 copies of the winter *Zion Map and Guide*, as well as 50,000 copies of the *Zion Backcountry Planner*.

2004 Report of the Servicewide Cooperating Association Coordinator

The "margin of excellence", "enhanced visitor service", the "bright line" between federal responsibility and public philanthropy: these are all expressions used by supporters of America's national parks and of their stewards—the National Park Service—to describe the purpose behind the success in generating philanthropic support. Cooperating Associations are part of the larger community of NPS philanthropic nonprofit organizations. The specific purpose of associations is to support the interpretive, educational, historical and scientific mission of the NPS through monetary and in-kind donations. In pursuit of this mission, cooperating associations generated \$28.6 million in support for National Park Service programs in 2004. Most of the aid was earned revenue from \$106.2 million in sales of interpretive merchandise, operation of interpretive programs, and sales of convenience items. An additional \$13 million came from unearned or contributed income sources.

According to the 2004 narrative statements submitted by association managers, the "margin of excellence" is coming closer to a "margin of existence", "enhance visitor service" makes way for "sustained visitor service" and the "bright line" has become a bit dimmer. Therefore, it is more important than ever for associations and NPS coordinators to understand the roles and responsibilities of each organization so as to create an environment where the nonprofit partner can thrive and provide maximum support to the agency partner.

Revenue and Aid: Behind the Numbers

In 1958, 43 nonprofit associations reported total sales of \$462,000 and donations of \$87,895. In 2004, there were 67 associations with gross revenues of \$119 million with \$28.7 million returned to the park as aid.

Several associations leveraged donations to build even greater support beyond what a straight-line donation of cash would have done. The greatest example of this is for staffing. Fifteen associations made specific reference to staffing support beyond visitor center/sales area staffing in their 2004 narratives.

Lava Beds Natural History Association (NHA) paid expenses for three 16-week SCA interns during the spring, summer and fall of 2004. These positions represented nearly half of the available interpretive staff.

Glen Canyon NHA operated the Field Information Specialist program. Designed to fill a need for additional interpreters in the field, employees roved the resource to make visitor contacts and provide information and first aid if necessary. Specialists worked with the sub-district interpreters. Because the level of Lake Powell dropped, the hike to Rainbow Bridge increased to approximately 1 ½ miles one-way. During the heat of the summer, many visitors were unprepared. A Specialists served as a point of contact at the boat docks and provided water, first aid, responded with NPS personnel to emergencies on Lake Powell, and

Cooperating Association Historic Revenue and Aid

Year	Revenue	Aid
1958	\$ 462	\$ 88
1968	\$ 2,344	\$ 264
1978	\$ 10,817	\$ 1,583
1988	\$ 41,803	\$ 6,818
1998	\$ 99,457	\$ 22,561
2003	\$ 116,938	\$ 26,098
2004	\$ 119,195	\$ 28,726

All figures reported in thousands.

Cooperating Association Annual Report of Aid and Revenue

Statement of Aid

	FY 2004	FY2003
Interpretation	\$ 8,313,333	\$ 7,330,722
Research	2,502,667	1,854,633
Free Publications	1,382,043	1,336,675
Structures and/or Facilities other than Sales Areas	2,435,949	2,448,712
Sales Area Construction and Redesign	410,780	607,161
Servicewide Fund	5,100	94,411
Information Assistance – Association Personnel	8,885,767	8,566,074
Interpretive Program Operations	1,940,771	1,439,960
Pre-Publication Expenses	871,257	718,333
Other	1,962,173	1,701,398
TOTAL	\$ 28,725,840	\$ 26,098,079

Statement of Revenue

Interpretive Materials	\$90,422,789	\$ 91,227,213
Visitor Convenience Items	3,340,730	3,606,731
Donations from Outside Sources	6,442,410	5,361,663
Memberships	3,061,272	2,610,086
Interpretive Program Operations	12,716,007	11,012,619
Other	3,211,564	3,119,669
TOTAL	\$119,194,712	\$116,937,981

provided interpretive talks for visitors who could not make the hike to Rainbow Bridge.

Badlands NHA provided staffing at the park's main visitor center, from May through September, contacting approximately 215,000 visitor at the information desk. Without BNHA support, it is estimated that 32,000 fewer visitors would have been contacted due to reduced visitor center hours. Over the summer, Badlands NHA funded three internships and three volunteer positions in the Division of Resource Education. These six individuals provided 63% of all interpretive programs and roving contacts for the park during the summer. The individuals contributed over 3000 hours to the park's volunteer program. A spring volunteer, Charles Cattell, a retired college professor in geology was also funded. He presented special Geology Walks on Sundays in the spring, developed a Field Camp Guide to the park's geology, developed a training manual on geol-

ogy for new park employees, and staffed the park visitor center.

Redwood Park Association operated the Hiouchi Information Center for 20 days as the sole provider of service. In that time 4,000 park visitors were served.

Another frequently discussed area of aid was donations made toward community outreach which in turn leveraged support for park programs. Association employees, managers and board members are uniquely positioned to act as bridges between parks and local communities. Association staff often lives in nearby communities and can be messengers in support of park programs. Sixteen associations made specific reference to support of community outreach on behalf of a park partner.

Grand Canyon Association (GCA) launched a new community-outreach effort with two lec-

ture series, one in partnership with a regional state-funded museum in Prescott, and the other in partnership with Northern Arizona University in Flagstaff. Grand Canyon NP is a cornerstone of the economy of northern Arizona, and the communities near the park are interested in hearing issues that affect park resources. The free lectures are presented in both communities each month, and the association provides transportation to Grand Canyon residents to encourage the development of a broader knowledge about park resources by those living and working at Grand Canyon. The association videotaped all of the lectures and loaned the tapes at no charge to canyon residents who are not able to attend the lectures in person. GCA also participated in regional bookfairs, the county fair, and state-wide conferences.

Petrified Forest Museum Association (PFMA) operated an off-site outlet in the nearby town of Holbrook. Working with the Holbrook Chamber of Commerce, Navajo County Historical Society and the City of Holbrook, PFMA helped staff the visitor center/information desk at the Historic Court House in Holbrook with space being provided for the off-site sales area in exchange. This effort continued to strengthen the connection between the community and the park.

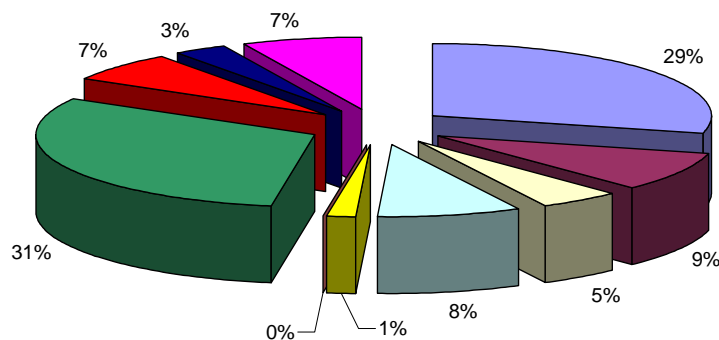
Associations "enhanced visitor service" by operating major educational facilities. Alaska NHA, Golden Gate National Parks Conservancy (GGNPC), Point Reyes National Seashore Association (PRNSA) and Sequoia NHA operated environmental education or learning centers. The Murie Science and Learning Center is a state-of-the-art education and research center located in Denali National Park. Golden Gate National Recreation Area's Crissy Field Center offers a wide variety of programs and amenities that connect the diverse population of the Bay Area to urban environmental issues. Established in the early 1970s, the Clem Miller Environmental Education Center in Point Reyes is an overnight facility which can accommodate up to 80 people. The Beetle Rock Education Center is located on the edge of the Giant Forest in Sequoia National Park. In each case building is owned by the NPS, and operated by the association.

There was also general association support for park educational programs. At the USS *Arizona* Memorial, Arizona Memorial Museum Association (AMMA) kicked off a new program, "Witness to History" linking video teleconference enabled schools with Pearl Harbor Survivors throughout the nation. In a cooperative effort with the US Navy and the NPS, the AMMA provided live video conference sessions with schools in the United States and Europe. Especially poignant was a session held with a Department of Defense School in Vicenza, Italy where many of the students had parents who were fighting in Iraq.

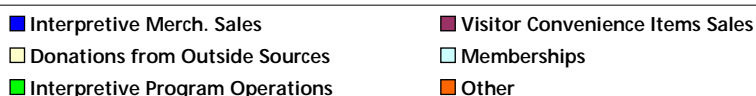
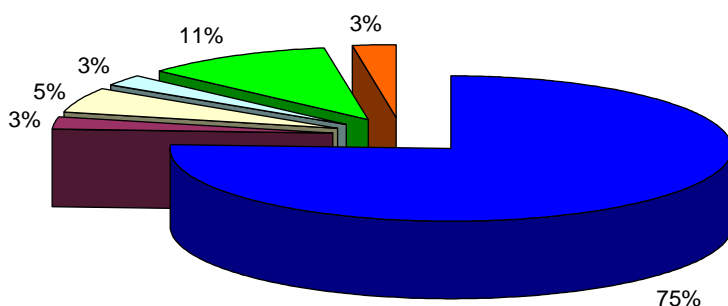
Glacier NHA sponsored the Big Hole National Battlefield second *Teacher Workshop* which involves area educators in developing specific lesson plans for a Teacher's Study Guide on the Nez Perce War.

Yellowstone Association developed curricula for the park's high school field camp—*Camp Wildness: Where the Yellowstone Legacy Continues* and *Camp Wildness: An Extreme Experience*. Students from Idaho, Oregon, and Washington

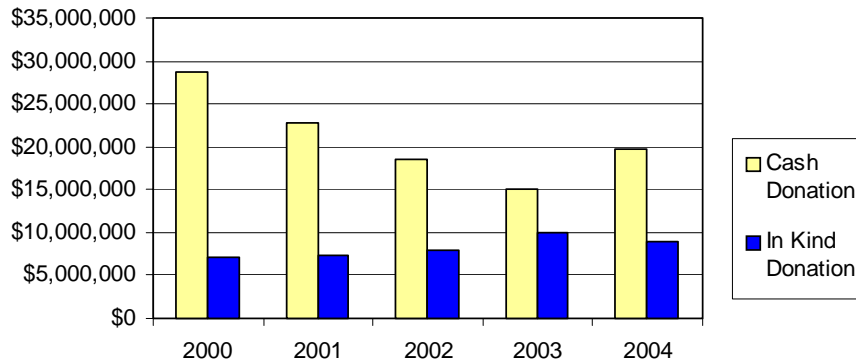
2004 AID



2004 REVENUE



Cash to In-Kind Donation Comparison



A comparison of programmatic revenue raised from business operations. This includes sales of interpretive merchandise (86%), sales of convenience items (3%) and interpretive program operations (11%). The "total revenue" figures include all revenue sources.

Cooperating Association 5-Year Revenue and Aid

Year	Revenue	Aid
2000	\$ 121,172	\$35,959
2001	\$ 108,782	\$30,083
2002	\$ 112,843	\$26,464
2003	\$116,938	\$26,098
2004	\$ 119,195	\$28,726

All figures reported in thousands.

used these curricula to engage in park research as well as to study park microbiology.

It is likely that most associations contributed donations to park Junior Ranger programs. Associations published Junior Ranger activity books and developed badges, stickers, certificates, tote bags, pencils, coloring books, and other giveaways for young visitors. Several associations worked to expand programs to include more age groups or to do outreach to larger populations of children. Roosevelt Vanderbilt Historical Association did a take on the program with their tailor-made Junior Secret Service Agent program which provided instruction to young visitors on how to protect the President of the United States.

Badlands NHA prepared and presented five Junior Ranger Programs to support interpretive services, and was filmed for local TV to promote the park's Junior Ranger activities.

Florida National Parks Association furnished Junior Ranger badges to present to children who successfully completed educational activities about the park and funded development of educational packs for families to check out from the Shark Valley Visitor Center that would facilitate their experience while in the park.

Zion NHA continued its support of the Junior Ranger Program. This popular program for children 6 to 12, operated from Memorial Day to Labor Day, seven-days-a-week. Zion NHA provided funding for two full-time instructors and an SCA volunteer in the program.

As highlighted, associations are now providing more frontline service to visitors, hiring staff to

provide interpretive programs such as the Junior Ranger programs and to orient visitors to the park's resources. Using association funds as donation for service providers helps to leverage assistance to parks at a cost less than what might be provided by government employees. Unfortunately, more often these services are core operations to the park and not the enhanced services traditionally provided by cooperating associations.

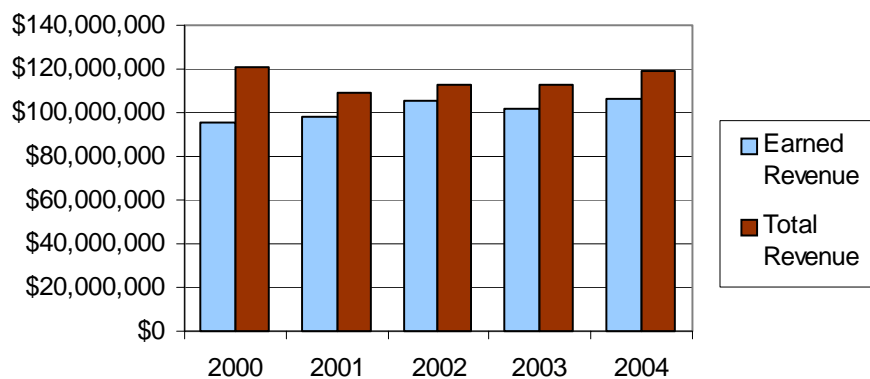
Revenue sources continue to be dominated by sale of interpretive merchandise although more associations are trying other tactics such as fundraising and fee-for-service programs.

AMMA's fundraising program really got off the ground this year. Under the name Pearl Harbor Memorial Fund funds are aggressively sought for the construction of a new Visitor Center at the USS *Arizona* Memorial. A combined fundraising effort of \$34,000,000 has been taken on by the association.

Grand Teton Natural History Association (GTNHA), and Grand Teton National Park Foundation, continued to work with the NPS in the shared goal of building the new Grand Teton Moose Visitor Center. The GTNHA Board of Directors committed \$1.5 million to pay for the exhibit. In 2004 GTNHA spent \$119,000 toward the exhibit design. Ground breaking is expected in the summer of 2005.

The GGNPC held its second Celebrate Trails Forever dinner in fall 2004. A fundraiser for the park's trail system, this special event was attended by more than 350 park supporters. David Rockefeller, Jr. provided the keynote speech and JP Morgan Chase generously served as the dinner's corporate sponsor. The

Earned Revenue Comparison



A comparison of programmatic revenue raised from business operations. This includes sales of interpretive merchandise (86%), sales of convenience items (3%) and interpretive program operations (11%). The "total revenue" figures include all revenue sources.

Earned Income compared to Total Income (the difference is Unearned Income)

Year	Earned Revenue	Total Revenue
2000	\$ 95,120,384	\$102,172,478
2001	\$ 97,851,055	\$108,782,129
2002	\$105,376,870	\$112,842,721
2003	\$105,791,789	\$116,937,981
2004	\$106,479,526	\$119,194,712

event netted \$329,000 for trail restoration projects, education programs and other trail-related work.

For fee service programs include interpretive tours, field seminar series, and institutes like the ones operated by ANHA, BCNHA, GCA, and Joshua Tree Natural History association just to name a few.

Other information

An interagency task force was convened at APPL to create a new interagency standardized reporting form that could be used by any nonprofit partner at any of the participating federal, state or local land management agencies. Representatives from cooperating associations and friends groups made headway to come up with a series of instructions and forms that capture the financial and nonfinancial resources donated to government agencies. Revenue and aid is to be tied to Internal Revenue Service Form 990. It is hoped that doing so will make financial reporting less burdensome and more consistent.

There will also be an opportunity for nonprofits to report in-kind aid such as contact hours, free literature dispensed, and volunteer hours managed. Finally, the new form

contain a statement for reporting funds received and aid disbursed by an association as a fiscal agent for a government entity. This would include funds obtained by NPS such as grants or donations to NPS from other sources that are held by the association in restricted accounts until disbursed.

Statistical Analysis

The Statement of Aid shows contributions took a jump in every category except sales area construction, structures and the Servicewide fund. Interpretation and Interpretive Program Operations took the biggest jumps increasing by 13% and 34% respectively. Aid for Structures, Facilities and Sales Area Construction was down 7% collectively. The Servicewide Fund has been dormant for 4 years. Contributions were \$5,100 which is a 95% drop from FY2003, clearly an indication that the relevancy of the fund needs to be looked at..

The Statement of Revenue shows a <1% decrease in the sale of interpretive merchandise of FY2003 while the sale of visitor convenience items took a bigger hit at 7.4%. Associations reported membership revenue of \$3,059,585, a 17% increase over FY2003. Donations from outside sources were up 20%, due in large part to the capital campaigns mentioned above. Additional guidance is immediately available in *Directors Order 21: Friends and Fundraising*. Income from operating interpretive programs such as the Alcatraz Tour operated by GGNPC was up 15.4%. Income from "other" sources such as investment revenue remained flat over last year. See charts for details.

Strategic Goals: A look to the future

Director's Order 32: Cooperating Associations. An work group comprised of NPS subject matter experts started reviewing the first set of recommended changes to DO 32. A larger group including partner organizations will continue the work into FY2005. The Standard Cooperating Association Agreement signed by each partner organization and the NPS was renewed in FY04. As mentioned, all of the federal land management agencies are joining together to create a standardized reporting form for nonprofit partners.

Comparison of Aid and Revenue for FY 2004 to FY 2003

	2004 Aid	2003 Aid	2004 Revenue	2003 Revenue
Alaska Natural History Assn	766,409	491,931	2,695,344	2,109,368
Arizona Memorial Museum Assn	2,101,067	1,361,397	7,542,335	6,853,360
Association for the Preservation of Virginia Antiquities	19,085	n/a	170,435	n/a
Badlands Natural History Assn	81,556	77,397	368,423	417,340
Big Bend Natural History Assn	64,890	83,622	519,303	420,043
Black Hills Parks & Forest Assn	29,505	31,533	240,839	233,898
Bryce Canyon Natural History Assn	228,072	207,237	1,353,337	1,230,905
Cabrillo National Monument Foundation	123,925	87,488	509,118	498,299
Canyonlands Natural History Assn	293,216	259,535	691,083	1,388,523
Capitol Reef Natural History Assn	94,376	95,899	467,461	447,949
Carlsbad and Guadalupe Mountains Assn	280,704	303,447	856,936	908,565
Central High Museum, Inc	0	2,029	0	47,360
Colorado National Monument Assn	45,249	37,287	197,136	197,614
Crater Lake Natural History Assn	56,828	54,390	369,087	394,970
Craters of the Moon Natural History Assn	39,751	43,248	182,267	185,848
Death Valley Natural History Assn	63,264	66,591	824,011	798,724
Devils Tower Natural History Assn	75,428	72,211	263,782	295,446
Eastern National	6,356,825	5,700,870	26,830,680	26,123,920
Florida National Parks & Monuments Assn	124,886	126,039	920,092	927,098
Fort Clatsop Historical Assn	130,051	30,205	512,569	403,874
Fort Frederica Assn	6,402	4,327	48,309	45,369
Fort Laramie Historical Assn	40,942	41,761	211,634	211,006
Fort Union Trading Post	21,788	9,032	60,674	71,159
George Washington Birthplace National Memorial Assn	22,241	19,738	71,899	55,386
George Washington Carver Birthplace District Assn	31,761	15,607	148,486	73,768
Glacier Natural History Assn	159,250	148,749	1,179,277	1,026,696
Glen Canyon Natural History Assn	84,894	56,378	366,696	310,440
Golden Gate National Parks Conservancy	4,960,304	4,230,763	17,367,786	16,748,027
Grand Canyon Assn	1,743,981	1,570,776	5,402,369	5,626,704
Grand Teton Natural History Assn	504,358	520,810	1,685,364	1,574,056
Great Basin Assn	11,714	12,653	72,106	81,525
Great Smoky Mountains Assn	1,261,508	1,258,755	5,288,989	5,229,697
Harpers Ferry Historical Assn	111,263	150,499	479,495	511,612
Hawaii Natural History Assn	516,193	429,988	2,179,879	2,044,129
Historic Hampton, Inc.	78,657	127,308	122,901	131,531
Intermountain Natural History Assn [Dinosaur]	67,756	104,670	590,378	527,050
Isle Royale Natural History Assn	23,027	29,207	154,372	142,706
Jefferson National Parks Assn	956,380	894,530	5,203,056	5,136,663
Joshua Tree National Park Assn	148,915	112,294	647,064	631,234
Kennesaw Mountain Historical Assn	37,620	24,361	222,930	209,650
Lake States Interpretive Assn	8,151	7,171	87,297	80,186
Lassen Loomis Museum Assn	11,066	13,836	110,278	89,524
Lava Beds Natural History Assn	31,857	14,789	94,934	80,629
Manzanar History Assn	16,101	n/a	164,708	n/a
Mesa Verde Museum Assn	150,316	286,278	1,206,973	956,072
Mount Rushmore History Assn	203,441	131,610	1,047,521	852,205
Northwest Interpretive Assn	210,748	177,357	1,164,398	1,152,281
Ocmulgee National Monument Assn	38,345	33,582	64,688	73,542
Oregon Trail Museum Assn	9,990	12,053	96,762	107,309
Parks and History Assn	0	405,718	0	4,211,860
Petrified Forest Museum Assn	172,508	190,850	577,370	568,086
Pipestone Indian Shrine Assn	11,425	15,889	904,823	296,533
Point Reyes National Seashore Assn	562,113	482,745	1,634,409	1,226,965
Redwood Park Assn	46,948	37,375	331,106	326,960
Rocky Mountain Nature Assn	404,158	394,533	1,430,409	1,375,772
Roosevelt-Vanderbilt Historical Assn	40,097	53,911	207,629	276,744
San Francisco Maritime National Park Assn	244,238	32,054	1,328,382	349,583
Sequoia Natural History Assn	474,117	467,016	1,674,667	1,535,182
Shenandoah National Park Assn	75,247	103,801	576,474	559,092
Steamtown Museum Association	0	55,317	0	294,437
Theodore Roosevelt Nature and History Assn	23,462	30,601	292,606	298,270
Weir Farm Heritage Trust	324,334	308,880	310,036	310,463
Western Maryland Interpretive Assn	206,051	146,137	734,150	742,330
Western National Parks Assn	2,383,224	2,444,605	9,261,024	8,648,209
Yellowstone Assn	509,744	603,064	3,946,359	3,753,013
Yosemite Assn	448,757	409,084	3,073,600	2,822,112
Zion Natural History Assn	355,361	345,261	1,856,267	1,679,111

2004 Ranking by Aid

	Aid	Revenue	% Aid/Revenue
Eastern National	6,356,825	26,830,680	24%
Golden Gate National Parks Conservancy	4,960,304	17,367,786	29%
Western National Parks Assn	2,383,224	9,261,024	26%
Arizona Memorial Museum Assn	2,101,067	7,542,335	28%
Grand Canyon Assn	1,743,981	5,402,369	32%
Great Smoky Mountains Assn	1,261,508	5,288,989	24%
Jefferson National Parks Assn	956,380	5,203,056	18%
Alaska Natural History Assn	766,409	2,695,344	28%
Point Reyes National Seashore Assn	562,113	1,634,409	34%
Hawaii Natural History Assn	516,193	2,179,879	24%
Yellowstone Assn	509,744	3,946,359	13%
Grand Teton Natural History Assn	504,358	1,685,364	30%
Sequoia Natural History Assn	474,117	1,674,667	28%
Yosemite Assn	448,757	3,073,600	15%
Rocky Mountain Nature Assn	404,158	1,430,409	28%
Zion Natural History Assn	355,361	1,856,267	19%
Weir Farm Heritage Trust	324,334	310,036	105%
Canyonlands Natural History Assn	293,216	691,083	42%
Carlsbad and Guadalupe Mountains Assn	280,704	856,936	33%
San Francisco Maritime National Park Assn	244,238	1,328,382	18%
Bryce Canyon Natural History Assn	228,072	1,353,337	17%
Northwest Interpretive Assn	210,748	1,164,398	18%
Western Maryland Interpretive Assn	206,051	734,150	28%
Mount Rushmore History Assn	203,441	1,047,521	19%
Petrified Forest Museum Assn	172,508	577,370	30%
Glacier Natural History Assn	159,250	1,179,277	14%
Mesa Verde Museum Assn	150,316	1,206,973	12%
Joshua Tree National Park Assn	148,915	647,064	23%
Fort Clatsop Historical Assn	130,051	512,569	25%
Florida National Parks & Monuments Assn	124,886	920,092	14%
Cabrillo National Monument Foundation	123,925	509,118	24%
Harpers Ferry Historical Assn	111,263	479,495	23%
Capitol Reef Natural History Assn	94,376	467,461	20%
Glen Canyon Natural History Assn	84,894	366,696	23%
Badlands Natural History Assn	81,556	368,423	22%
Historic Hampton, Inc.	78,657	122,901	64%
Devils Tower Natural History Assn	75,428	263,782	29%
Shenandoah National Park Assn	75,247	576,474	13%
Intermountain Natural History Assn [Dinosaur]	67,756	590,378	11%
Big Bend Natural History Assn	64,890	519,303	12%
Death Valley Natural History Assn	63,264	824,011	8%
Crater Lake Natural History Assn	56,828	369,087	15%
Redwood Park Assn	46,948	331,106	14%
Colorado National Monument Assn	45,249	197,136	23%
Fort Laramie Historical Assn	40,942	211,634	19%
Roosevelt-Vanderbilt Historical Assn	40,097	207,629	19%
Craters of the Moon Natural History Assn	39,751	182,267	22%
Ocmulgee National Monument Assn	38,345	64,688	59%
Kennesaw Mountain Historical Assn	37,620	222,930	17%
Lava Beds Natural History Assn	31,857	94,934	34%
George Washington Carver Birthplace District Assn	31,761	148,486	21%
Black Hills Parks & Forest Assn	29,505	240,839	12%
Theodore Roosevelt Nature and History Assn	23,462	292,606	8%
Isle Royale Natural History Assn	23,027	154,372	15%
George Washington Birthplace National Memorial Assn	22,241	71,899	31%
Fort Union Trading Post	21,788	60,674	36%
Association for the Preservation of Virginia Antiquities	19,085	170,435	11%
Manzanar History Assn	16,101	164,708	10%
Great Basin Assn	11,714	72,106	16%
Pipestone Indian Shrine Assn	11,425	904,823	1%
Lassen Loomis Museum Assn	11,066	110,278	10%
Oregon Trail Museum Assn	9,990	96,762	10%
Lake States Interpretive Assn	8,151	87,297	9%
Fort Frederica Assn	6,402	48,309	13%
Central High Museum, Inc	0	0	0
Parks and History Assn	0	0	0
Steamtown Museum Association	0	0	0

2004 Ranking by Revenue

	Aid	Revenue	% Aid/Revnu
Eastern National	6,356,825	26,830,680	24%
Golden Gate National Parks Conservancy	4,960,304	17,367,786	29%
Western National Parks Assn	2,383,224	9,261,024	26%
Arizona Memorial Museum Assn	2,101,067	7,542,335	28%
Grand Canyon Assn	1,743,981	5,402,369	32%
Great Smoky Mountains Assn	1,261,508	5,288,989	24%
Jefferson National Parks Assn	956,380	5,203,056	18%
Yellowstone Assn	509,744	3,946,359	13%
Yosemite Assn	448,757	3,073,600	15%
Alaska Natural History Assn	766,409	2,695,344	28%
Hawaii Natural History Assn	516,193	2,179,879	24%
Zion Natural History Assn	355,361	1,856,267	19%
Grand Teton Natural History Assn	504,358	1,685,364	30%
Sequoia Natural History Assn	474,117	1,674,667	28%
Point Reyes National Seashore Assn	562,113	1,634,409	34%
Rocky Mountain Nature Assn	404,158	1,430,409	28%
Bryce Canyon Natural History Assn	228,072	1,353,337	17%
San Francisco Maritime National Park Assn	244,238	1,328,382	18%
Mesa Verde Museum Assn	150,316	1,206,973	12%
Glacier Natural History Assn	159,250	1,179,277	14%
Northwest Interpretive Assn	210,748	1,164,398	18%
Mount Rushmore History Assn	203,441	1,047,521	19%
Florida National Parks & Monuments Assn	124,886	920,092	14%
Pipestone Indian Shrine Assn	11,425	904,823	1%
Carlsbad and Guadalupe Mountains Assn	280,704	856,936	33%
Death Valley Natural History Assn	63,264	824,011	8%
Western Maryland Interpretive Assn	206,051	734,150	28%
Canyonlands Natural History Assn	293,216	691,083	42%
Joshua Tree National Park Assn	148,915	647,064	23%
Intermountain Natural History Assn [Dinosaur]	67,756	590,378	11%
Petrified Forest Museum Assn	172,508	577,370	30%
Shenandoah National Park Assn	75,247	576,474	13%
Big Bend Natural History Assn	64,890	519,303	12%
Fort Clatsop Historical Assn	130,051	512,569	25%
Cabrillo National Monument Foundation	123,925	509,118	24%
Harpers Ferry Historical Assn	111,263	479,495	23%
Capitol Reef Natural History Assn	94,376	467,461	20%
Crater Lake Natural History Assn	56,828	369,087	15%
Badlands Natural History Assn	81,556	368,423	22%
Glen Canyon Natural History Assn	84,894	366,696	23%
Redwood Park Assn	46,948	331,106	14%
Weir Farm Heritage Trust	324,334	310,036	105%
Theodore Roosevelt Nature and History Assn	23,462	292,606	8%
Devils Tower Natural History Assn	75,428	263,782	29%
Black Hills Parks & Forest Assn	29,505	240,839	12%
Kennesaw Mountain Historical Assn	37,620	222,930	17%
Fort Laramie Historical Assn	40,942	211,634	19%
Roosevelt-Vanderbilt Historical Assn	40,097	207,629	19%
Colorado National Monument Assn	45,249	197,136	23%
Craters of the Moon Natural History Assn	39,751	182,267	22%
Association for the Preservation of Virginia Antiquities	19,085	170,435	11%
Manzanar History Assn	16,101	164,708	10%
Isle Royale Natural History Assn	23,027	154,372	15%
George Washington Carver Birthplace District Assn	31,761	148,486	21%
Historic Hampton, Inc.	78,657	122,901	64%
Lassen Loomis Museum Assn	11,066	110,278	10%
Oregon Trail Museum Assn	9,990	96,762	10%
Lava Beds Natural History Assn	31,857	94,934	34%
Lake States Interpretive Assn	8,151	87,297	9%
Great Basin Assn	11,714	72,106	16%
George Washington Birthplace National Memorial Assn	22,241	71,899	31%
Ocmulgee National Monument Assn	38,345	64,688	59%
Fort Union Trading Post	21,788	60,674	36%
Fort Frederica Assn	6,402	48,309	13%
Central High Museum, Inc	0	0	0
Parks and History Assn	0	0	0
Steamtown Museum Association	0	0	0

2004 Ranking by Percentage of Aid to Revenue

	Aid	Revenue	% Aid/Revenue
Weir Farm Heritage Trust	324,334	310,036	105%
Historic Hampton, Inc.	78,657	122,901	64%
Ocmulgee National Monument Assn	38,345	64,688	59%
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Grand Canyon Assn	1,743,981	5,402,369	32%
George Washington Birthplace National Memorial Assn	22,241	71,899	31%
Grand Teton Natural History Assn	504,358	1,685,364	30%
Petrified Forest Museum Assn	172,508	577,370	30%
Devils Tower Natural History Assn	75,428	263,782	29%
Golden Gate National Parks Conservancy	4,960,304	17,367,786	29%
Alaska Natural History Assn	766,409	2,695,344	28%
Sequoia Natural History Assn	474,117	1,674,667	28%
Rocky Mountain Nature Assn	404,158	1,430,409	28%
Western Maryland Interpretive Assn	206,051	734,150	28%
Arizona Memorial Museum Assn	2,101,067	7,542,335	28%
Western National Parks Assn	2,383,224	9,261,024	26%
Fort Clatsop Historical Assn	130,051	512,569	25%
Cabrillo National Monument Foundation	123,925	509,118	24%
Great Smoky Mountains Assn	1,261,508	5,288,989	24%
Eastern National	6,356,825	26,830,680	24%
Hawaii Natural History Assn	516,193	2,179,879	24%
Harpers Ferry Historical Assn	111,263	479,495	23%
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Joshua Tree National Park Assn	148,915	647,064	23%
Colorado National Monument Assn	45,249	197,136	23%
Badlands Natural History Assn	81,556	368,423	22%
Craters of the Moon Natural History Assn	39,751	182,267	22%
George Washington Carver Birthplace District Assn	31,761	148,486	21%
Capitol Reef Natural History Assn	94,376	467,461	20%
Mount Rushmore History Assn	203,441	1,047,521	19%
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Kennesaw Mountain Historical Assn	37,620	222,930	17%
Bryce Canyon Natural History Assn	228,072	1,353,337	17%
Great Basin Assn	11,714	72,106	16%
Crater Lake Natural History Assn	56,828	369,087	15%
Isle Royale Natural History Assn	23,027	154,372	15%
Yosemite Assn	448,757	3,073,600	15%
Redwood Park Assn	46,948	331,106	14%
Florida National Parks & Monuments Assn	124,886	920,092	14%
Glacier Natural History Assn	159,250	1,179,277	14%
Fort Frederica Assn	6,402	48,309	13%
Shenandoah National Park Assn	75,247	576,474	13%
Yellowstone Assn	509,744	3,946,359	13%
Big Bend Natural History Assn	64,890	519,303	12%
Mesa Verde Museum Assn	150,316	1,206,973	12%
Black Hills Parks & Forest Assn	29,505	240,839	12%
Intermountain Natural History Assn [Dinosaur]	67,756	590,378	11%
Association for the Preservation of Virginia Antiquities	19,085	170,435	11%
Oregon Trail Museum Assn	9,990	96,762	10%
Lassen Loomis Museum Assn	11,066	110,278	10%
Manzanar History Assn	16,101	164,708	10%
Lake States Interpretive Assn	8,151	87,297	9%
Theodore Roosevelt Nature and History Assn	23,462	292,606	8%
Death Valley Natural History Assn	63,264	824,011	8%
Pipestone Indian Shrine Assn	11,425	904,823	1%
Central High Museum, Inc	0	0	0
Parks and History Assn	0	0	0
Steamtown Museum Association	0	0	0

National Park Service
U.S. Department of the Interior



Division of Interpretation & Education
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